BENJAMIN FRANKLIN

PRINTER

CRAFTSMEN'S EDITION

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THIS COPY OF

BENJAMIN FRANKLIN, PRINTER

PRESENTED TO

IN ATTENDANCE AT THE

SEVENTH ANNUAL CONVENTION

OF THE

INTERNATIONAL

ASSOCIATION OF PRINTING

HOUSE CRAFTSMEN

HELD AT

PHILADELPHIA, PA.

ON MONDAY, TUESDAY AND

WEDNESDAY

JULY 26, 27 AND 28

1926

THE Philadelphia Club of Printing House Craftsmen takes pleasure in presenting a copy of this book, BENJAMIN FRANKLIN, PRINTER, by John Clyde Oswald, to the craftsmen attending the Seventh Annual Convention of the International Association of Printing House Craftsmen.

As our patron saint, Benjamin Franklin, lived the greater part of his life in Philadelphia and is buried in our city, we feel that nothing could be more appropriate for our club to give the visiting Craftsmen as a souvenir from Philadelphia, than a copy of a special Craftsmen's Edition of this book.

The Philadelphia Club of Printing House Craftsmen has the distinction and is very proud of the honor of having been the parent of the International Association of Printing House Craftsmen.

In the summer of 1919, the Philadelphia Club sent out invitations to the eight clubs that were in existence at that time to send representatives to Philadelphia, September 13th and 14th, for the purpose of organizing the clubs into an association for mutual advantages and benefits. It was significant that when the representatives convened in Philadelphia all clubs were represented.

THE following is a list of REPRESENTATIVES and their CLUB AFFILIATIONS, who were present and took part in the organization of the International Association of Printing House Craftsmen:

Baltimore:	George W. Clifton, Alfred J. Breitengross, William H. Bunce, Frank N. Meisel, Louis M. Augustine
Boston:	Michael W. O'Connell, Harry L. Brigham
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Connecticut Valley:	J. M. VanOverstraeten Charles B. Porter
Cincinnati:	John Kyle
New York:	James J. Hatton, Charles E. G. Aff
Philadelphia:	Harry M. Blaetz, Norman E. Hopkins, Ray Miller, Kurt Volk, Perry R. Long
Washington:	John J. Deviny, L. W. Thomas, C.F.Clarkson

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John Kyle	Cincinnati	*First Vice-president*
William R. Goodheart	Chicago	*Second Vice-president*
Louis M. Augustine	Baltimore	*Secretary*
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William A. Renkel, New York	1924-1925
George A. Faber, Milwaukee	1925-1926

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Washington	1920	Buffalo	1923
Chicago	1921	Milwaukee	1924
Boston	1922	Omaha	1925
		Philadelphia	1926

PHILADELPHIA CLUB OF PRINTING HOUSE CRAFTSMEN

1926

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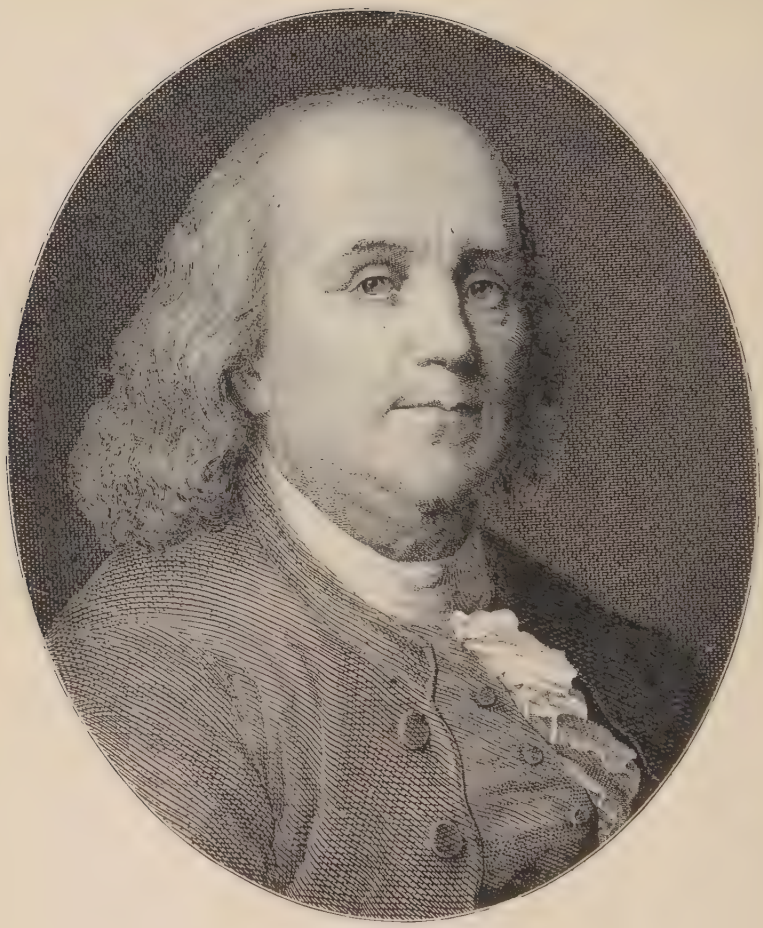
BENJAMIN FRANKLIN
PRINTER



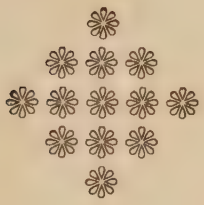
BENJAMIN FRANKLIN

An idealized interpretation of the portrait by J. S. Duplessis. Reproduced from an engraving by A. Krause, in the possession of the author

BENJAMIN FRANKLIN PRINTER.

BY

JOHN CLYDE OSWALD.



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1926

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To
Edgar Fahs Smith
Provost of the University of
Pennsylvania
Educator, Chemist, Publicist,
Creative Leader of American Thought
this book is dedicated
in grateful appreciation of
his cordial and abundant hospitality
to the delegates to the
Twelfth Annual Convention of the
Associated Advertising Clubs
of the World.

To the Judicious and Impartial

READER.

Courteous Reader,

ONE of my day dreams contained the hope that business cares might some day relax sufficiently to permit devoting the time necessary to a careful performance of what I felt would be an agreeable task, the writing of a book on the life of that many-sided man, Benjamin Franklin, dealing primarily with his activities as a printer, using the word in the sense which it possessed in his time, when it included printing, editing, publishing, and advertising.

Many years ago I began to collect on a modest scale what is known as Frankliniana—books relating to Franklin's history, editions of his writings, specimens of the product of his press, reproductions of his portraits, etc., and as the collection grew my wonder increased that although Benjamin Franklin himself placed so much emphasis upon that part of his activities which related to printing, among all the published books about him and his

accomplishments there was not one devoted to that phase of his career.

Reference to this fact was made at the annual banquet in honor of the anniversary of Franklin's birth of the Poor Richard Club in Philadelphia, January 17, 1916, in an address by Mr. Herbert S. Houston, president of the Associated Advertising Clubs of the World. Mr. Houston said that the year 1916, because of the holding of the twelfth annual convention of the Associated Advertising Clubs in Philadelphia, with the buildings and grounds of the University of Pennsylvania, which Benjamin Franklin founded, as the scene of its sessions, would be a particularly appropriate time for the publication of such a book, and he did me the honor to nominate me for its authorship.

Other tasks were in hand that prevented immediate adoption of the suggestion, so that the work could not be promptly begun, and consequently it has therefore had to be performed somewhat hurriedly in order to keep the promise as to date of its publication, a statement I make because of a regretful appreciation of the fact that it could have been much better done.

As to the physical structure of the volume, it has been the aim to make it conform typographically somewhat nearly to the style of the books printed by Benjamin Franklin. He had positive ideas as to bookmaking, as will be seen in the quo-

tations from his writings, and we have endeavored to produce a book that would meet with his approval could he have opportunity to pass judgment upon it.

Grateful acknowledgment for invaluable service in connection with the preparation of the book is made to Messrs. Henry L. Bullen, of Newark, N. J., Walter Gilliss and Edmund G. Gress of New York, and Dr. William J. Campbell and Harrie A. Bell of Philadelphia.

The AUTHOR.

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BENJAMIN FRANKLIN PRINTER.

CHAP. I.

The Colonies at the Beginning of the Eighteenth Century and the First American Printers.

AT the beginning of the Eighteenth Century, ten Colonies stretched up and down the Atlantic Coast in North America, which, although they had been settled by representatives of different European nations, all acknowledged the sovereignty of Queen Anne of England, who, lately come to the throne, was soon to leave it to give place to that long line of German Georges that was to play so considerable a part in the affairs of the New World. England claimed greater dominion in North America than the narrow fringe of settlements along the Coast, but was actually in possession westward, only to a

line roughly marked by the Allegheny Mountains; farther to the west was New France, and to the south and southwest was New Spain.

Among the colonists, in addition to the English, were Scotch, Irish, Welsh, French, Dutch, Germans, Swedes, Danes, and Spaniards. The wealthiest of the English settlers lived in the south, particularly in Virginia, where had settled the Royalists, or Cavaliers, driven from England by the successes in the civil wars of Oliver Cromwell and his Roundheads. Contrasted with these aristocrats were the Georgians, brought over a few years after the opening of the century from English debtor prisons by Oglethorpe, and the Puritans of New England, with their austere religious tenets and disregard of opportunities to lay up stores of this world's goods. In Virginia one must hold property in order to exercise the citizen's right to vote; in New England he must be a member of the Church.

Most of the denominations and creeds in religion were represented. In Virginia to be saved from eternal damnation meant conformity to the rules of the established church, while the Puritan in New England, having fled from what he regarded as persecution by that same ecclesiastical institution, placed his reliance principally upon the teachings of the Bible; and the Quaker largely disregarded both and believed that one could find

a solution of his spiritual problems only in the dictates of his own heart.

On the bleak shores of New England the difficulties arising from repellent natural conditions inculcated in the people habits of industry and frugality. In the south, where nature was more generous in the distribution of her favors, large plantations were operated by wealthy owners, and luxury and indolence were in evidence.

The population one hundred years after the landing of the first shipload of colonists on an island in the James River, in 1607, is not known. No census was ever taken, and the estimates vary between one half million and one million souls.

There were three large towns—Boston, New York, and Philadelphia, naming them in the order of their size. Even their population cannot definitely be given. Cotton Mather, who would seem to be a credible witness on most subjects, said, of the population of Boston, two years before the opening of the century, that it was "more than eighteen thouſand." Herman Moll, publisher of an "Atlas Geographus," who ought also to be a good witness, said in 1719: "Boſton is reckon'd the biggeſt Town in America, except ſome which belong to the Spaniards. . . . Its inhabitants are reckon'd about 12,000." Captain Nathaniel Uring, in his "Voyages and Travels," published in 1726, said: "The Town is near

two miles in length and in ſome places three-quarters of a mile broad, in which are reckon'd 4,000 houſes; moſt of them are built with brick and have about 18,000 inhabitants."

In 1700 New York contained less than six thousand population, of whom nearly one half were negroes. Some aristocratic families are said to have owned as many as fifty slaves. New York, although having been under English rule for nearly half a century, was still a Dutch town and most of the sights and sounds were Dutch: gable-end houses, streets that were little more than narrow, crooked lanes, cobblestone sidewalks, but withal "clean, compact, tidy."

Philadelphia was chartered as a city by William Penn in 1701, at which time it had seven hundred buildings and forty-five hundred inhabitants, having almost doubled in population since Penn's journey across the seas to his Colony nine years before. It was first settled by the Swedes, who were joined by the Quakers sent over by Penn and still later by Germans at Penn's invitation, thus becoming the first really cosmopolitan city on the newly settled continent. William Penn said in regard to it: "I wanted to afford an Aſylum for the good and the beſt of every Nation. I aimed to frame a Government that might be an example. I deſired to ſhow Men as free and happy as they could be."

Transportation between the Colonies was restricted principally to the sea. There were trails across country that could be followed by foot or on horseback, but none of any length or connecting important points. The traveler from Boston to New York must go by sailing vessel out around Cape Cod and southwest through Long Island Sound, taking two to four days for the voyage, depending upon wind and weather. It was practically as long a voyage by water from New York down the New Jersey coast and up the Delaware Bay to Philadelphia.

The century was well along toward middle age before covered wagons began to run regularly once a week between New York and Philadelphia, traveling at the rate of about three miles an hour. Later a coach, advertised as "The Flying Machine" because it made the journey in good weather in two days, was put on. In bad weather the journey was not only longer, but less comfortable, for the reason that frequently passengers were called upon to alight and help to pry the wheels out of the mud.

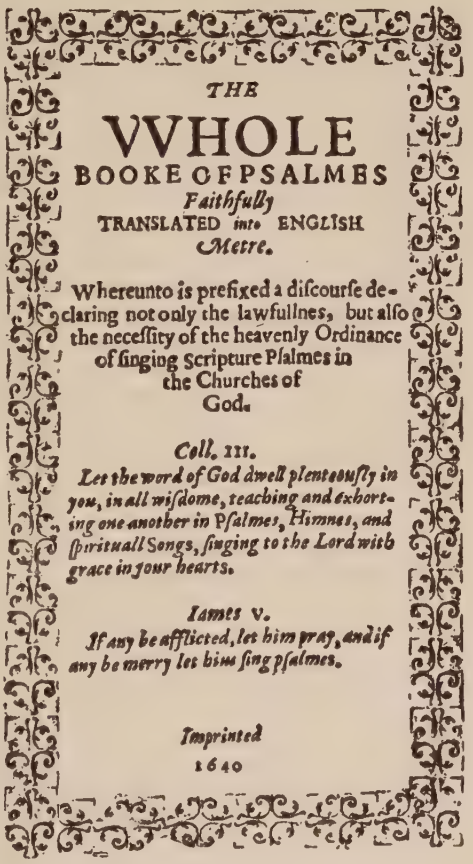
THE FIRST AMERICAN PRINTERS.

Several printers had come and gone in the American Colonies before Benjamin Franklin first saw the light of day early in the year 1706. First of them all was Stephen Daye. He had been en-

gaged by the Rev. Jesse Glover, "a worthy and wealthy diſſenting clergyman" to come to America with a printing equipment which the Rev. Mr. Glover had purchased in England and which he was bringing over to further the affairs of the colonists from the points of view of Church and State.

Unfortunately, Mr. Glover died during the voyage. His widow engaged Stephen Daye to set up the equipment and to take charge of it, the item in the records of Harvard College being to the effect that "Mr. Joſs. Glover gave to the College a font of Printing Letters, and ſome gentlemen of Amſterdam gave towards furniſhing of a Printing Preſs with letters forty-nine pounds and ſomething more."

Daye conducted the printing plant at Harvard for about ten years, being succeeded for a short period by his son Matthew, who spelled his surname "Day." Stephen Daye remained in Cambridge and some years later brought suit against Henry Dunster, the first president of Harvard College, who had married the Widow Glover and thereby come into control of the printing office, for the recovery of five hundred dollars which sum Daye said was owing to him as an unpaid balance for his former services. Daye presented a petition to the General Court for a grant of three hundred acres of land as "Recompenſe of his Care


THE

VVHOLE BOOKE OF PSALMES

Faithfully

TRANSLATED *into* ENGLISH

Metre.

Whereunto is prefixed a diſcourſe declaring not only the lawfullnes, but alſo the neceſſity of the heavenly Ordinance of ſinging Scripture Pſalmes in the Churches of God.

Coll. III.

Let the word of God dwell plenteouſly in you, in all wiſdome, teaching and exhorting one another in Pſalmes, Himnes, and ſpirituall Songs, ſinging to the Lord with grace in your hearts.

Iames V.

If any be afflicted, let him pray, and if any be merry let him ſing pſalmes.

Imprinted

1640

Title page of the first book published in English America.
Printed by Stephen Daye, at Cambridge, Mass., 1640.
Original Size $3\frac{1}{4}''$ x $6''$.

and Charge of furthering the work of Printing," which was accepted.

Matthew Day was the second colonial printer, but he died before he was thirty years of age, and only one known work bears his imprint.

Samuel Green was the third colonial printer and he continued to follow the craft until 1692, his death, at eighty-seven years, occurring ten years later. In 1656 there were two presses in Cambridge operated by Green, one belonging to Harvard College, which was probably that purchased in England by the Rev. Mr. Glover, and the other the property of the corporation, the second one having been brought over for the purpose of promoting the education of the Indians.

Green was the first to print the Bible in the Indian language. Isaiah Thomas, in his "History of Printing in America," says of this Bible: "It was a work of so much consequence as to arrest the attention of the nobility and gentry of England, as well as that of King Charles, to whom it was dedicated. The press of Harvard College, in Cambridge, Massachusetts, was, for a time, as celebrated as the presses of the universities of Oxford and Cambridge, in England."

Green, too, received a grant of three hundred acres of land. He was a man of character and his high standing in the community is attested by the circumstance that for thirty years he held a com-

mission in the Cambridge Militia Company as captain. Robert F. Roden, in his history of "The Cambridge Press," says of him: "Although not the first printer at our first press, his name, and not that of Stephen Daye, is the most glorious name in its history."

Of quite another calibre was Marmeduke Johnson, an English journeyman printer, who crossed to America in 1660 to assist in printing Eliot's Indian Bible—the greatest achievement of the Cambridge Press; Johnson thus becoming fourth in the ranks of American printers. He seems to have been a capable workman but was continually in debt and occasionally in conflict with the authorities. In 1663 the Commissioners wrote from Boston to the corporation in England in regard to Johnson, "If there bee occation further to Imploy him It were much better to contract with him heer to print by the ſheete than by allowing his ſtanding wages," and further, "concerning Marmeduke Johnſon the printer whoſe Demeanor hath not been ſuitable to what hee promiſed wee ſhall leave him to youerſelues to diſmiſſe him as ſoone as his yeare is expir'd if you ſoe think fit."

The above were the first printers in Massachusetts and in the Colonies, and all of them, as will be noted, were located in Cambridge. The first Boston printers were John Foster, Samuel Sewall, James Glenn, Samuel Green, Jr., Richard

Pierce, Benjamin Harris, and Bartholomew Green, the first five of whom were successively connected with one printshop and had passed away or had retired from business before Benjamin Franklin was born. There may have been an exception in the person of an educated Indian known as James the Printer, whose name, however, does not appear in a position of responsibility until the year 1709, when a Psalter in both the Indian and English languages was published with the joint imprints of "Stephen Green and James Printer."

Of these Boston printers, one, Benjamin Harris, whose printing house was "over against the old meeting house in Cornhill," deserves special mention. He is sometimes spoken of as the father of American journalism, because in 1690, four years before he returned permanently to London, he issued a "news-letter" entitled "Publick Occurences Both Foreign and Domeſtick," which he proposed to furnish once a month or oftener, if required. It contained four pages, one of them being blank, for correspondence. Only one copy of it is known to be in existence, having been discovered during a search in the State Paper Office in London by the historian of Salem, Mass.

Bartholomew Green went over the river from his father's establishment in Cambridge to Boston in 1690, and set up "the best printing apparatus then in the country," but a complete loss by fire put him

out of business a few months after he started. He returned to Cambridge for two years and was employed by his father. In 1692 we find him again engaged in printing in Boston, where he continued to conduct an establishment for forty years. In it was produced the first American newspaper, the "Boston News-Letter," a weekly; No. 1 being dated April 24, 1704, and printed for John Campbell, postmaster.

One other printer was to be found within the territory of the English Colonies during the closing days of the Seventeenth Century, and he was destined to have a good deal to do with the affairs of Benjamin Franklin. He was William Bradford, a Quaker, and the son of a printer, one among the first immigrants to the new settlement on the Delaware River, where he arrived in 1682. He returned to London, where he married the daughter of Andrew Sowle, a printer, and came again to Philadelphia in 1685, bearing a letter from George Fox, the Quaker, introducing him as a sober young man who was on his way to Philadelphia to set up the trade of printing Friends' books. His first known work is dated 1686, and because of inadvertent and apparently harmless reference to the government authorities he got into difficulty with them. This difficulty continued until 1693, when having received an invitation from the Governor of New York to remove to that province and

a guarantee of two hundred dollars a year and the public printing, Bradford removed to New York and became the first printer of that province, continuing to be the only printer in it for thirty years. He established the "New York Gazette" in 1725, thus becoming New York's first newspaper publisher. He is said, although without authority, to have been of noble birth, and he always sealed with a crest showing his coat of arms.

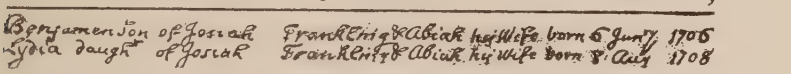
CHAP. II.

Young Franklin as a Printer's Devil.

JOSIAH FRANKLIN, dissenter and dyer, removed from Banbury in Oxfordshire, England, to Boston in New England, with his wife and three children in 1685. After the birth of four more children his wife died, and later he married Abiah Folger and by this marriage had ten children, a total of seventeen, of whom ten were sons and seven were daughters. Benjamin was the tenth and youngest son and the fifteenth child.

Although Pope Gregory XIII promulgated the reform of the Julian calendar in 1582, and it was in that year adopted by all Roman Catholic countries, Great Britain and her colonies delayed until 1752 before doing likewise. Therefore, in the old public Register of Births, still preserved in the

Mayor's office in Boston, it is recorded that Benjamin Franklin, son of Josiah and Abiah Franklin,


Benjamen Son of Josiah Franklin & Abiah his Wife born 6 Jany 1705
Lydia daught of Josiah Franklin & Abiah his Wife born 8 July 1708

Record of the birth of Benjamin Franklin in the Register of Births in the Mayor's office in Boston.

was born January 6, 1706. With the adoption of the reformed calendar came an advance of eleven days, and accordingly the day of the birth, as we now have it, is January 17.

The location of the birthplace is usually given as Milk Street, opposite South Meeting House, where the records of the Town of Boston show Josiah Franklin was granted liberty to build a house eight feet square on land belonging to Lieut. Nathaniel Reynolds. Josiah Franklin later occupied a house "at the sign of the Blue Ball," corner of Hanover and Union streets. Jared Sparks, whose edition of Franklin's works was published in 1840, satisfied himself that the removal did not occur until after Benjamin's birth. Subsequent investigation by Samuel G. Drake, whose authoritative "History and Antiquities of the City of Boston" was published in 1854, seems to establish the fact that Benjamin was born in the larger house.

The day of the birth was a Sunday, and the pious father took the baby boy from his humble cottage to the South Meeting House, and he was there baptized under the name of his paternal

uncle Benjamin, at that time living in England, and who became later the only member of the numerous Franklin family to join Josiah in the New World.

Benjamin being the tenth son was considered to be something in the nature of a tithe, and this fact and his very evident fondness for reading, indicating a tendency toward a literary pursuit, caused his father to decide that the boy should become a minister of the church. Accordingly, in order to give him an education, at the age of eight years he was placed in the Boston grammar school and in less than a year rose to the head of his class. Proving to be deficient in mathematics, he was next sent to a teacher noted for ability to instruct in writing and arithmetic, but although Benjamin remained a year, he made but little progress. Josiah Franklin, finding that the income from his business as a maker of candles and soap, which he had adopted because there was small demand for his services as a dyer, was hardly sufficient to meet the needs of his family and keep the younger children at school, withdrew his son from the school—the two years mentioned being Benjamin's sole experience in educational institutions.

The ministry project being abandoned, Josiah took the boy into his own establishment, intending to teach him the soap- and candle-making trade, and he continued there until he was twelve years of age. The work proved to be distasteful and

fearing that Benjamin would follow his oldest brother's example and run away to sea, the father wisely decided to find a more agreeable trade for him.

Accordingly, father and son together visited the workshops of the town, and finally it was decided that he should take up the trade of cutlery, his cousin Samuel, son of the elder Benjamin, being established in Boston in that line. Benjamin was employed there for a short time only, his departure resulting from the inability of his father and his cousin to agree upon the price to be paid for his instruction at the trade, it being the custom of the time for a master not only to receive the services of an apprentice free, but to be paid for the tuition, the sum for such a trade as cutlery being about one hundred dollars.

At about this time Benjamin's older brother James, a printer, had but recently returned from England with a printing outfit, and it was proposed to Benjamin that he adopt the trade of printing. The early Boston printers enumerated in the previous chapter had removed or died and at the time there were but two other printing establishments in the town, one conducted by Thomas Fleet in Pudding Lane and the other by Samuel Kneeland in Prison Lane. James Franklin had established himself on the corner that later became Franklin Avenue and Court Street.

Although printing dealt with books, of which the youthful Benjamin was so much enamoured, he was not inclined to look with favor upon the project connecting him for life with that trade. However, the persuasion of his father prevailed and he was apprenticed to his brother James for nine years. The terms of apprenticeship at printing were easier upon the father than those imposed by cutlers, the sum to be paid to James Franklin being only about fifty dollars.

A clause of the form of apprenticeship used at the time is as follows:

"During which term the ſaid Apprentice his Maſter faithfully ſhall or will ſerve, his ſecrets keep, his lawful commands everywhere gladly do. He ſhall do no damage to his ſaid Maſter nor ſee it to be done of others; but to his power ſhall let, or forthwith give notice to his ſaid Maſter of ſame. The Goods of his ſaid Maſter he ſhall not waſte, nor the ſame without licenſe of him to any give or lend. Hurt to his ſaid Maſter he ſhall not do, cauſe, nor procure to be done. He ſhall neither buy nor ſell without his Maſter's licenſe. Taverns, inns, or ale-houſes he ſhall not haunt. At cards, dice, tables, or any other unlawful game he ſhall not play. Matrimony he ſhall not contract; nor from the ſervice of his ſaid Maſter day or night abſent himſelf; but in all things as an honeſt and faithful apprentice ſhall and will demean and behave himſelf towards his ſaid Maſter and all his during ſaid term."

The obligations of the master were as follows:

"And the ſaid James Franklin, the Maſter, for and in conſideration of the ſum of ten pounds of lawful Britiſh money to him in hand paid by the ſaid Joſiah Franklin, the father, the receipt of which is hereby acknowledged, the ſaid apprentice in the art of a printer which he now uſeth, ſhall teach and inſtruct or cauſe to be taught and inſtructed the beſt way and manner that he can, finding and allowing unto the ſaid apprentice meat, drink, waſhing, lodging, and all other neceſſaries during the ſaid term."

He was also to pay journeyman's wages during the concluding year. The apparel of apprentices to be provided by the master is thus described by John F. Watson in his "Annals of Philadelphia":

"A pair of deerskin breeches, coming hardly down to his knees, which, before they could be allowed to come into the presence of ladies, at meeting, on the Sabbath, were regularly blacked up on the preceding Saturday night in order to give them a clean and fresh appearance for the Sunday; a pair of blue woolen yarn stockings, a thick and substantial pair of shoes well greased and ornamented with a pair of small brass buckles, a present from his master for his good behavior, a speckled shirt all the week and a white one on Sunday, which was always carefully taken off as soon as he returned from meeting, folded up and laid by for the next Sabbath. The leather breeches after several years' wear got greasy, as they grew old, and were only

flexible so long as they were on and kept warm by the superflux of youthful heat."

The terms of the apprenticeship agreement between James Franklin and his brother were adhered to with one modification. Benjamin was a constant reader and although able to borrow many books he possessed a desire for some of his own. In order to secure funds with which to make purchases, he proposed at the age of sixteen, having been four years in the employ of his brother, a change in their arrangement. The brother being unmarried did not keep house, but boarded himself and his apprentices in another family. Benjamin proposed to accept in cash one half of the sum paid by his brother for his board, and the proposition being accepted he provided his own meals, and out of the sum received from his brother was able to save one half. In this way he found funds that enabled him to accumulate a small library of his own. Says Paul Leicester Ford, in "The Many Sided Franklin:"

"It is to be questioned, if the first years of the apprenticeship were of any particular value to Benjamin save on their mechanic side, for the product of James Franklin's press is a dreary lot of gone-nothingness. A few of the New England sermons of the day: Stoddard's 'Treatise on Conversion'; Stone's 'Short Catechism'; 'A Prefatory Letter about Psalmody,' in

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To be Sold by *AUCTION*,

At the Crown Coffee-Houſe in King-Street *Boſton*, on *Monday* the *Twenty Sixth* Day of this Inſtant *October*, 1719. Beginning every Evening at half an Hour after Four a Clock, until all be ſold.

The Books will be ſhewn by *Samuel Gerriſh* Book-ſeller, near the *Old Meeting-Houſe*, where Catalogues may be had *gratis*; alſo at Mr. *Henchman's*, and at the Place of SALE.

Printed by J. FRANKLIN. 1719

Title page by James Franklin.

defense of church singing, which many Puritans still held to be unholy; an allegory styled 'The Isle of Man,' or, 'Legal Proceedings in Manshire Against Sin'; Care's 'English Liberties'; sundry pamphlets on the local politics of the moment, such as 'A Letter from One in the Country to His Friend in Boston,' 'News from the Moon,' 'A Friendly Check from a Kind Relation to the Chief Cannoneer,' and 'A Word of Comfort to a Melancholy Country'; two or three tractates on inoculation, and one aimed half at the Boston clergy and half at the fair sex, entitled 'Hooped Petticoats Arraigned by the Light of Nature and the Law of God,' were the chief output of the new printer during the years his brother served him."

After James Franklin had been established as a printer for about two years, he secured an order to produce a newspaper, the "Boston Gazette," established by William Brooker, the successor as postmaster of John Campbell, publisher, as has already been noted, of the "Boston News-Letter," the first real American newspaper. William Brooker was soon succeeded as postmaster by William Musgrave, who took the printing of the "Boston Gazette" from James Franklin and gave it to Samuel Kneeland, whereupon James Franklin established a new newspaper, the "New England Courant."

It was the first newspaper not connected with a postoffice to be published in America. Number 1 of the "Courant" appeared Monday, August

17, 1721, printed on a half sheet of crown size printing paper, the type used being small pica with, occasionally, long primer. About two years later pica was adopted and used continuously.

James Franklin established the paper against the protests of his father and many of his friends, who pointed out to him that there were already three papers in the Colonies, two of them in Boston, and that another one there could not be made to succeed. The youthful publisher, however, turned a deaf ear to their remonstrances. He proposed to issue a different newspaper from any then in existence. He formed a number of his friends, among them several young doctors, into a club, the members of which were to furnish at least one original essay each week. The paper was hostile to the clergy, attacked some of the religious opinions of the day and opposed new fads, one of them which especially came in for severe but mistaken censure being the newly advanced theory of inoculation for the smallpox. The "Courant" soon drew the fire of the heaviest guns. Its older competitor, the "News-Letter," said of it:

"On Monday laſt the 7th Currant, came forth a Third Newſpaper in this Town, Entitled, The New England Courant, by *Homo non unius Negotii;* Or, Jack of all Trades, [the motto of Franklin's address to the public] and it would ſeem, Good at none; giving ſome very, very frothy fulſome Ac-

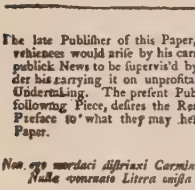
THE [Nº 80

New-England Courant.

From MONDAY February 4 to MONDAY February 11. 1723.

The late Publisher of this Paper, finding so many Inconveniences would arise by his carrying the Manuscript and publick News to be supervis'd by the Secretary, as to render his carrying it on unprofitable, has intirely drop't the Undertaking. The present Publisher having receiv'd the following Piece, desires the Readers to accept of it as a Preface to what they may hereafter meet with in this Paper.

Non ego mordaci distrinxi Carmine quenquam,
Nulla venenato Littera mista Joco est.



ONG has the Press groan'd in bringing forth an hateful, but numerous Brood of Party Pamphlets, malicious Scribbles, and Billingsgate Ribaldry. The Rancour and bitterness it has unhappily infused into Mens minds, and to what a Degree it has soured and leaven'd the Tempers of Persons formerly esteemed some of the most [illegible] are well known here, to need any further Proof or Representation of the Matter.

No generous and impartial Person then can blame the present Undertaking, which is designed purely for the Diversion and Merriment of the Reader. Pieces of Pleasancy and Mirth have a secret Charm in them to allay the Heats and Tumours of our Spirits, and to make a Man forget his restless Resentments. They have a strange Power to tune the harsh Disorders of the Soul, and reduce us to a serene and placid State of Mind.

The main Design of this Weekly Paper will be to entertain the Town with the most comical and diverting Incidents of Humane Life, which in so large a Place as *Boston*, will not fail of a universal Exemplification: Nor shall we be wanting to fill up these Papers with a grateful Interspersion of more serious Morals, which may be drawn from the most ludicrous and odd Parts of Life.

As for the Author, that is the next Question. But tho' we profess our selves ready to oblige the ingenious and courteous Reader with most Sorts of Intelligence, yet here we beg a Reserve. Nor will it be of any Manner of Advantage either to them or to the Writers, that their names should be published; and therefore in this Matter we desire the Favour of you to suffer us to hold our Tongues: Which tho' at this Time of Day it may sound like a very uncommon Request, yet it proceeds from the very Hearts of your Humble Servants.

By this Time the Reader perceives that more than one are engaged in the present Undertaking. Yet is there one Person, an Inhabitant of this Town of *Boston*, whom we honour as a Doctor in the Chair, or a perpetual Dictator.

The Society had design'd to present the Publick with his Effigies, but that the Limner, to whom he was prefented for a Draught of his Countenance, deferyed (and this he is ready to offer upon Oath) Nineteen Features in his Face, more than ever he beheld in any Humane Visage before; which to raised the Price of his Picture, that our Master himself forbid the Extravagance of coming up to it. And then besides, the Limner objected a Schism in his face, which splits it from his Forehead in a strait Line down to his Chin, in such sort, that Mr. Painter protests it is a double Face, and he'll have *Four Pounds* for the Pourtraiture. However, tho' this double Face has spoilt us of a pretty Picture, yet we all rejoiced to see old *Janus* in our Company.

There is no Man in *Boston* better qualified than old *Janus* for a *Couranteer*, or if you please, an *Observator*, being a Man of such remarkable *Opticks*, as to look two ways at once.

As for his Morals, he is a chearly Christian, as the Country Phrase expresses it. A Man of good Temper, courteous Deportment, sound Judgment; a mortal Hater of Nonsense, Foppery, Formality, and endless Ceremony.

As for his Club, they aim at no greater Happiness or Honour, than the Publick be made to know, that it is the utmost of their Ambition to attend upon and do all imaginable good Offices to good Old *Janus* the Couranteer, who is and always will be the Readers humble Servant.

P. S. Gentle Readers, we design never to let a Paper pass without a Latin Motto if we can possibly pick one up, which carries a Charm in it to the Vulgar, and the learned admire the pleasure of Construing. We should have obliged the World with a Greek scrap or two, but the Printer has no Types, and therefore we intreat the candid Reader not to imputte the defect to our Ignorance, for our Doctor can say all the *Greek* Letters by heart.

His Majesty's Speech to the Parliament, October 21. We already publish'd, may perhaps be news to many of our Country Readers; we shall therefore insert it in this Day's Paper.

His MAJESTY's most Gracious SPEECH to both Houses of Parliament, on Thursday October 11. 1722.

My Lords and Gentlemen,

I Am sorry to find my self obliged, at the Opening of this Parliament, to acquaint you, That a dangerous Conspiracy has for some time formed, and is still carrying on against my Person and Government, in Favour of a Popish Pretender.

The Discoveries I have made here, the Informations I have received from my Ministers abroad, and the Intelligences I have had from the Powers in Alliance with me, and indeed from most parts of Europe, have given me most ample and current Proofs of this wicked Design.

The Conspirators have, by their Emissaries, made the strongest Instances for Assistance from Foreign Powers, but were disappointed in their Expectations: However, confiding in their Numbers, and not discouraged by their former ill Success, they resolved once more, upon their own Strength, to attempt the subversion of my Government.

To this end they provided considerable Sums of Money, engaged great Numbers of Officers from abroad, secured large Quantities of Arms and Ammunition, and thought themselves in such Readiness, that had not the Conspiracy been timely discovered, we should, without doubt, before now have seen the whole Nation, and particularly the City of London, involved in Blood and Confusion.

The Care I have taken has, by the Blessing of God, hitherto prevented the Execution of their trayterous Projects. The Troops have been incumped all this Summer; six Regiments (though very necessary for the Security of that Kingdom) have been brought over from *Ireland*; The States General have given me assurances that they would keep a considerable Body of Forces in readiness to embark on the first Notice of their being wanted here, which was all I desired

The newspaper established in 1721 by James Franklin. Original in the possession of the Curtis Publishing Company, Philadelphia. Size 6⅛" x 10".

desired of them, being determined not to put my People to any more Expences than what was absolutely necessary for their Peace and Security. Some of the Conspirators have been taken up and secured: Endeavours are used for apprehending others.

My Lords and Gentlemen,

Having thus in general laid before you the State of the present Conspiracy, I must leave to your Consideration, what is proper and necessary to be done for the Quiet and Safety of the Kingdom. I cannot but believe, that the Hopes and Expectations of our Enemies are very ill grounded, in flattering themselves that the late Discontents, (occasioned by private Losses and misfortunes) however industriously and maliciously fomented, are turned into a Disaffection and Spirit of Rebellion.

Had I, since my accession to the Throne, ever attempted any Invasion in our Established Religion; had I, in any one Instance, invaded the Liberty and Property of my Subjects, I should less wonder at any Endeavours to alienate the Affections of my People, and draw them into Measures that can end in nothing but their own destruction, But to hope to perswade a free People, in full enjoyment of all that's dear and valuable to them, to exchange Freedom for Slavery, the Protestant Religion for Popery, and to Sacrifice at once the Price of so much Blood and Treasure as have been spent in our present Establishment, seems an Infatuation which cannot be accounted for. But however vain and unsuccessful these desperate Projects may prove in the End, they have at present so far the desired Effect, as to create Uneasiness and Dissidence in the Minds of my People; which our Enemies improve to their own Advantage, by framing Plots: They depreciate all Property that is vested in the Publick Funds, and then complain of the low State of Credit: They make an Encrease of the National Expences necessary, and then clamour at the Burthen of Taxes, and endeavour to impute to my Government all the Grievances, the Mischiefs and Calamities, which they alone create and occasion.

I wish for nothing more than to see the Publick Expences lessened, and the great National Debt put into a Method of being gradually reduced and discharged, with a strict Regard to Parliamentary Faith. And a more favourable Opportunity could never have been hoped for than the State of profound Peace which we now enjoy with all our Neighbours. But Publick Credit will always languish under Daily Alarms and Apprehensions of Publick Danger; and, as the Enemies of our peace have been able to bring this immediate Mischief upon us, nothing can prevent them from continuing to subject the Nation to new and constant Difficulties and Distresses, but the Wisdom, Zeal and vigorous Resolution of this Parliament.

Gentlemen of the House of Commons,

I have ordered the Account to be made up and laid before you, of the extraordinary Charge that has been incurred this Summer, for the Defence and Safety of the Kingdom; and I have been particularly careful, not to direct any Expence to be made greater or sooner than was absolutely necessary. I have likewise ordered Estimates to be prepared and laid before you, for the Service of the Year ensuing: And I hope the further provisions which the Treasonable practice of our Enemies have made necessary for our Common Safety, may be ordered with such Frugality, as very little to exceed the Supplies of the last year.

My Lords and Gentlemen,

I need not tell you of what infinite Concern it is to the peace and Tranquility of the Kingdom, that this Parliament should, upon this Occasion, exert themselves with a more than ordinary Zeal and Vigour: An entire Unity among all that sincerely wish well to the present Establishment is now become absolutely necessary. Our Enemies have too long taken Advantages from your Differences & Dissentions: Let it be known, that the Spirit of Popery, which betides nothing but Confusion to the Civil and Religious Rights of a Protestant Church and Kingdom; (however abandoned some few may be, in despite of all Obligations Divine and Humane) has not so far possess'd my people as to make them ripe for such a fatal Change. Let the World see, that the general disposition of the Nation is no Invitation to a Foreign Power to invade us, nor Encouragement to Domestick Enemies to kindle a Civil War in the Bowels of the Kingdom. Your own Interest and Welfare calls upon you to defend yourselves: I shall wholly rely upon the Divine protection, the Support of my Parliament, and the Affections of my people; which I shall endeavour to preserve, by steadily adhering to the Constitution in Church and State, by contending to make the Laws of my Realms the ruled Measures of all my Actions.

London, Octob. 18. The Humble Addresses of both Houses of Parliament, and that of the Convocation of Canterbury, full of Loyalty and Duty, have been presented to his Majesty; which Addresses his Majesty was pleased to receive very graciously. And 'tis not doubted but the steady adherence of the Parliament and Clergy, to his Majesty's Person and Government, will put an End to the Trayterous Designs of those who are Enemies to both.

London, Octob. 31. 'Tis said that a Scheme or Draught of a Conspiracy was found among Counsellor Lear's Papers, signed with his own Hand, whereby the Tower was to have been first seiz'd, the Palace of St. James's set on Fire, and certain Desperadoes to be at hand, who, under pretence of giving Assistance, were to have murder'd his Majesty; and that a very great Number of disaffected persons were to be assembled in Lincoln's Inn-Fields, to put the Town immediately into the greatest Confusion.

Boston, Feb. 21.

Last Week the Reverend Mr. Orum, Minister of the Episcopal Church at Bristol, came from thence with a Petition from Twelve of his Hearers, (who are imprisoned for Refusing to pay Rates to the Presbyterian Minister of Bristol) to the Lieut. Governour, who, with the Advice of the Council, promis'd Mr. Orum to use his Interest for their Relief at the next Meeting of the General Assembly, the Men being imprison'd by Vertue of the Laws of the Province.

We have Advice from the Eastward, that 200 Men, under the command of Capt. Harmon, are gone to Norigiwock, in quest of the Indians, and 170 to Penobscot, under command of Col. Westbrook. 'Tis said another party are to march to Pejepscot.

Yesterday Morning about 4 of clock a Fire broke out at Mr. Bluff's Work-house in Cornhill, which burnt a considerable part of the Roof before it was extinguished.

Custom House, Boston. Entred Inwards.

Daniel Jackson from New-Hampshire, Jonathan Chase from Newport, John Datkins from North Carolina, Joshua Benjamin for South Carolina, Charles Whitfield from Martineco, John Bonner, Ship Sarah from London.

Cleared Out. None.

Outward Bound. Amos Breed for New London, William Fletcher for Maryland, James Blin for Annapolis Royal John Trobridge for North Carolina, J. Pumpey for Antigua, Jacob Pinhorne for London.

ADVERTISEMENTS.

THE best new Philadelphia Town-boulted Flower, to be sold by Mr. William Clark in Merchant's Row, at Twenty-Eight Shillings per Hundred.

A Servant Boys Time for 4 Years to be disposed of. He is about 16 Years of Age, and can keep Accompts. Enquire at the Blue Ball in Union Street, and know further.

**** This Paper having met with so general an Acceptance in Town and Country, as to require a far greater Number of them to be printed, than there is of the other publick Papers; and it being besides more generally read by a vast Number of Borrowers, who do not take it in, the Publisher thinks proper to give this publick Notice for the Incouragement of those who would have* Advertisements *inserted in the public Prints, which they may have printed in this Paper at a moderate Price.*

BOSTON: Printed and sold by BENJAMIN FRANKLIN in Queen Street, where Advertisements are taken in.

This is the first number to be issued in the name of Benjamin Franklin. Although he left Boston a few months after its publication, his name was used as publisher of the paper until June 4, 1726.

count of himſelf, but left the continuance of that ſtile ſhould offend his readers; wherein with submiſſion, (I ſpeak for the Publiſher of this Intelligence, whoſe endeavours has always been to give no offence, not meddling with things out of his Province) The ſaid Jack promiſes in pretence of Friendſhip to the other News-Publiſhers, to amend like soure Ale in Summer, Reflecting too, too much that my performances are now and then, very very Dull, miſrepreſenting my candid endeavours (according to the Talent of my Capacity and Education; not ſoaring above my Sphere) in giving a true and genuine account of all Matters of Fact, both Foreign and Domeſtick, as comes any way well Atteſted, for theſe Seventeen Years & an half paſt."

Castigation was to come upon the "Courant" from a yet more important source. The ponderous Rev. Increase Mather wheeled into line and the character of his thunderings is indicated by this extract from a contribution published in the "News-Letter":

"Advice to the Publick from Dr. Increaſe Mather. Whereas a wicked Libel called the New England Courant, has repreſented me as one among the Supporters of it; I do hereby declare, that altho' I had paid for two or three of them, I then, (before the laſt Courant was publiſhed) sent him word I was extremely offended with it: In ſpecial, becauſe in one of his Vile Courants he inſinuates, that if the Miniſters of God approve of a

thing it is a Sign it is of the Devil; which is a horrid thing to be related."

These thrusts could be borne; indeed, it is easy to imagine that such fulminations may have awakened feelings of unholy glee in the breasts of the young men who were doing what they could to provoke them, particularly as tradition still exists to the effect that the indignant Dr. Mather, having discontinued his subscription, secretly sent his grandson to buy copies of the "Courant."

Soon, however, the venturesome feet of James Franklin and his associates strayed much farther in the risky paths of criticism. It was a dangerous thing to trifle with governmental authority and he who attempted it was sure to come to grief. The government had its eye upon the "Courant" and only awaited opportunity to pounce upon it with heavy hand. Soon the opportunity came.

Pirates were known to infest the New England waters and there was a feeling that the government was not as efficient in doing away with them and their mischief as might have been the case. This feeling was voiced in an article supposed to come from Newport, R. I., appearing in the "Courant," which concluded with the statement:

"We are advis'd from Boſton that the government of Maſſachuſetts are fitting out a ſhip to go

after the Pirates to be commanded by Captain Peter Papillon and it is thought he will ſail ſometime this month, Wind and Weather permitting."

Shortly after the publication of the number containing this extremely offensive paragraph, the Council, with the Governor presiding, met and resolved "that the ſaid Paragraph is a high affront to this Government."

Further, resolved, "That the Sheriff of the County of Suffolk do forthwith commit to the gaol in Boſton the body of James Franklyn, Printer, for the groſs offence offered to this Government in the Courant of Monday laſt."

A week's close confinement in the stone prison brought a change of mind, temporarily, at least, to James Franklin, as is witnessed in the following humble petition:

"A Petition of James Franklyn Printer, Humbly Shewing that he is Truely Senſible & Heartily Sorry for the offence he has Given to this Court, in the late Courant, relating to the fitting out a Ship By the Government, & Truly Acknowledges his Inadvertency & Folly therein in affronting the Government, as alſo his Indiſcretion & Indecency, when before the Court, for all which he Entreats the Courts forgiveneſs, & praying a diſcharge from the Stone Priſon, where he is Confined, by Order of the Court, and that he may have the Liberty

of the Yard, He being much Indiſpoſed & Suffering in his health, by the Said Confinement."

Released from his uncomfortable quarters in the jail, however, Franklin's "impudence" returned. Soon after, a single number of the "Courant" contained three articles, all of them objectionable to the government, and as a result a joint committee of three from the Council and four from the House was appointed to investigate his case. Its recommendation was that the General Court should forbid James Franklin to "print or publiſh the New England Courant or any Pamphlet or Paper of a like nature, except it be firſt ſupervifed by the ſecretary of this Province," and that bonds should be exacted from him for his good behavior.

Young Benjamin Franklin in the meantime had been making progress in his elder brother's esteem. Desiring to try his hand at writing but believing that James would be prejudiced against him because of his youth, he made a practice of writing short pieces and slipping them at night under the printing office door where they were found by his brother the next morning. The pieces were read and approved and it was gratifying to their youthful author to hear names of well-known persons in the community suggested as possibly responsible for them. Finally Benjamin, having written about all that he felt able to write, revealed his deception

to his brother and his friends, much to their surprise.

A crisis having been reached by James in his publishing affairs, he turned now to Benjamin as affording a way out of his difficulties. He proposed that since he was unwilling to continue to publish the "Courant" under the supervision of the secretary as ordered by the Court, the paper thereafter be issued in Benjamin's name. The proposition was accepted. In order not to have the master still legally liable, the apprenticeship indentures were publicly cancelled, but, unwilling to surrender what he believed to be a good bargain, James secretly executed new indentures preserving the conditions of the old.

James Franklin was a hard task master. Also he was ill-natured, suspicious, taciturn, and his high-spirited young brother found it difficult to get on with him, particularly when arguments were supplemented with blows. Finally Benjamin notified James that he considered their relations at an end, knowing that James would not dare to produce the secret apprentice agreement. James accepted the resignation but as a means of retaliation for what he considered to be the injustice done him, visited the other printing offices in Boston and induced the owners to refuse to give work to his brother should he apply to them for it.

CHAP. III.

The First "Tourist" Printer.

BENJAMIN FRANKLIN was in a quandary. He had devoted five years to an effort to learn the printing business and had attained a considerable proficiency in it. Aside from the printing establishments in Boston and Cambridge there were only four in the Colonies: one in New London, one in New York, and two in Philadelphia. Because of his brother's ill-natured activity all of those at hand were closed to him, save only that individual's own which he had just quitted and to which he was resolved he would not return.

To reach the other towns where printing offices were located meant either long, exhausting, and dangerous walks through trackless forests or a journey by boat. To go by boat required the expenditure of passage money, of which he had none. His sole possessions were the books he had been able to purchase with the scanty savings from his brother's allowance, and from the precious books he was most reluctant to part. Besides, there was parental opposition to be encountered. The father sided with the elder brother in the dispute and the seventeen-year-old son knew that, should he ask his father's consent to his plan to go away from home, not only would the consent be refused but

steps would be taken to prevent the carrying out of the project.

However, Benjamin resolved to go away and to go secretly. He sold some of his books and with the connivance of his friend Collins and the captain of a New York sloop, he went aboard a vessel bound for Manhattan Island. Three days of good weather and fair winds brought the vessel into New York Bay. The landing was made probably at the wharf at the foot of what is now known as Maiden Lane. A small stream ran down it at the time and entered the Bay at what was called the "V'lei Market," v'lei being old Dutch for valley. The one printing office of the town was conducted by William Bradford, "at the Sign of the Bible," on Hanover Square, not far away, and to it the youthful runaway apprentice immediately repaired.

Bradford had no employment to give to the boy and he suggested that the journey be extended to Philadelphia, where his son conducted one of the two printing offices of the town and who, through the recent death of a workman, was in need of help. Upon this advice Benjamin immediately proceeded to act.

There were three ways to go from New York to Philadelphia. One was over the Hudson River and by trail through the forest all the way across New Jersey to Camden, usually followed by those

who could afford to ride horseback, and upon this route William Bradford, on some errand of his own and unknown to the boy who had just called upon him, at once set out. A second route was by boat from Manhattan Island across New York Bay and around Staten Island to Amboy, at the mouth of the Shrewsbury River, thence on foot through the forest for fifty miles to Burlington, between seventeen and eighteen miles above Philadelphia on the Delaware River, which at that point is about a mile wide, the last stage of the journey being usually covered by boat. The third route was by sailing vessel down the New Jersey coast and around and up through Delaware Bay, by which route young Benjamin sent his "chest."

He chose the second route for himself, and his trip proved to be a most uncomfortable one. Because of bad weather, thirty hours were required for the passage from Manhattan Island to Amboy. A squall tore the rotten sails to pieces; a drunken passenger fell overboard and was rescued with difficulty; and it was necessary to drop anchor near the Long Island shore of the bay and to spend the night in the open boat in the midst of the pounding surf, the entire period without anything to eat or to drink.

Franklin finally reached Amboy, however, and after a night spent in resting from his exposure and fatigue, he walked the fore part of the next

day through the rain to a poor inn, where wet and tired and thoroughly miserable he went to bed wishing he had never left home. The next day's walk brought him within ten miles of Burlington, and after another night spent at an inn, one more day brought him to the town.

He found to his regret that he had missed the regular boat to Philadelphia and that there would not be another for three or four days. He bought some gingerbread from a kindly disposed old woman, who sympathized with him in his predicament, and, learning that he was a printer, advised him to stay in Burlington and work at his trade. She did not know that something more than a pair of hands and a knowledge of how to use them would be required. On his explanation of the impracticability of her suggestion, she offered him lodging and entertainment for the three days of his prospective stay in Burlington, which offer he accepted, but later in the day while walking on the river bank he descried a boat bound for Philadelphia, in which he engaged passage and, without being able to return to the home of his hostess to say good-bye to her, was soon on his way.

At midnight, not having reached Philadelphia and fearing that they might pass it in the dark, the party landed and spent the night on shore. The next day they made an early start and soon were in the Quaker city.

CHAP. IV.

In Samuel Keimer's Shop in Philadelphia.

IT WAS on a bright Sunday morning late in October, 1723, that Benjamin Franklin arrived in Philadelphia, and he found himself in strange contrast with his surroundings. He was in his working clothes, probably very similar to the dress of apprentices described in Chapter 2 of this volume, his "best clothes" (to use his own expression) being still in the boat which was bringing them around by sea. Not being especially presentable when new and clean, it can be imagined what the garb he wore looked like after a week or so of constant use on sea and land and miles of walks through mud and dust.

His pockets, of large capacity as was the custom, were stuffed out with shirts and stockings; tired, dirty, hungry, and with only a Dutch dollar left after parting from the shilling which he insisted upon paying for his boatride, against the protest of the boatmen because of his assistance at the oars, the runaway youth from Boston offered on his first entry into Philadelphia a figure in marked contrast to that of many years later, when he received a public ovation on his return from his ambassadorship to France.

His first concern was to obtain something to eat. Walking up the street from the wharf, he met a

boy carrying bread, and ascertaining where it could be purchased, he went to the bakery and asked for three penny worth. In Boston it would have been only a moderate quantity, so he was surprised to receive three great puffy rolls. Having no room in his pockets, he put a roll under each arm, and, eating the third roll, walked up Market Street as far as Fourth Street. He passed the house in which lived Miss Deborah Read, who was standing upon the stoop, and she, struck by the uncouth figure which he made, tittered as he went by. It was an ungracious thing to do, but as Elbert Hubbard in his monograph on the Life of Franklin says, Benjamin in later years got good and even with her; he married her.

Benjamin found his way back to the wharf where, his hunger having been satisfied, he gave the two remaining rolls of bread to a woman and her child who had been in the boat with him and who were going farther. Later, he found his way to an inn called "The Crooked Billet," in Water Street, where he got dinner, and where he slept all afternoon and all night. Monday morning, having tidied up a bit, he presented himself at the shop of Andrew Bradford, printer, and, much to his surprise, found in the shop the old man, Bradford's father, whom he had seen in New York.

Andrew Bradford having no work for the young printer, the elder Bradford offered to show him to

the other Philadelphia printing shop, conducted by Samuel Keimer. Keimer placed a composing stick in the boy's hand to see how he would manage it and then said he would give him employment soon, having at the moment nothing for him to do.

William Bradford did not disclose his identity to Keimer, who thought the elder man to be a resident of the town. Keimer was willing to talk of his affairs and prospects and Bradford led him aptly on, thereby obtaining information that could not but be of interest, if not of profit, to Keimer's competitor, Bradford's son.

The part played by William Bradford in the little comedy caused Benjamin Franklin to refer to him in the "Autobiography" as a "crafty old sophister" which, however questionable his conduct may have been on this occasion, is not in keeping with his standing in New York. He was public printer of that state for fifty years, and of New Jersey for thirty years; was clerk of the New Jersey Assembly, and was vestryman for many years of Trinity Church in New York City.

Benjamin Franklin lodged with Andrew Bradford, in whose shop he did small jobs. A few days later he was sent for by Keimer and put regularly to work. Keimer's printing house was not much to boast of. There was an old shattered press which had never been used and which indeed,

THE INDEPENDENT WHIG.

Mary Holland Her Book 1746

Nec ullum satis validum Imperium erat coercendis Seditionibus Populi, flagitia Hominum ut, Ceremonias Deum protegentis. Tacit.

Wrote by Thomas Gordon Esq. Author of Cato's Letters

To the Lower House of CONVOCATION.

YOU, Gentlemen, who are the Representatives of the Clergy of *England*, are proper Patrons of a Work, which treats of Religion and the Clergy. It is written to promote Liberty, Vertue and Piety; the Interests of which, I hope, you will always espouse, and esteem as your own; and will consequently approve my Design, and give me your Thanks, whatever may have been the Success of my Endeavours.

The many wild and unscriptural Claims started, and impetuously maintain'd by very many of those you represent (and I wish I could say denied, tho' but faintly, by any considerable Number of others) gave Occasion to the following Sheets; and, having in them shewn to my Brethren, the Laity, the Absurdity and Impiety of those Claims, by Arguments fetch'd from Reason, the Gospel, and the Laws of our Country; I shall, in this Address to your selves, endeavour to convince you, that it is your Interest to drop them; and if I can succeed in this Point, I presume, all other Arguments may be useless.

These Gentlemen, in the Heat of their Demands and Contention for Power, have gone so far towards *Rome*, and borrowed so many of her Principles, that I see no other Medium left for them, but either to proceed on in their Journey thither, (which, as they have manag'd Matters, is now

Printed by Samuel Keimer 1723-24. Benjamin Franklin probably set the type. Original in the possession of the Curtis Publishing Company, Philadelphia. Size 5¼" x 6½".

from what Franklin says of it, could not be used until he put it in order. There was one pair of cases containing a small worn-out font of English, one reason for the delay in Benjamin's employment being the necessity of waiting until another pair of cases could be obtained.

Franklin worked steadily, saved a part of his wages, and made friends quickly. Keimer did not like the idea of his continuing to lodge with Andrew Bradford, and being unmarried and having no home of his own, obtained a place for him in the house of Mr. Read, father of the Miss Deborah previously mentioned.

Among the friends he made was Sir William Keith, the English governor of the province, whose first knowledge of the boy came through acquaintanceship with Captain Holmes, Benjamin's brother-in-law, master of a sloop trading between Boston and Delaware. Governor Keith met Captain Holmes at Newcastle and being attracted by a letter from the boy which the Captain read to him, promised to call upon Benjamin on his return to Philadelphia. This, the Governor and his friend, Colonel French, of Newcastle, later did, much to the boy's bewilderment and Keimer's astonishment. The "Autobiography" says, in describing the visit: "Keimer stared like a pig poiſoned."

Sir William invited Benjamin to dine and con-

versed with him in the most friendly and familiar manner. He assured him, what he already knew, that the printers at Philadelphia were wretched workmen, and promised him if he would set up for himself that the public business would be given to him and that as Governor he would do every other service in his power. Keith urged Benjamin to return to Boston and secure his father's assistance and gave him what is described as an "ample" letter addressed to the elder Franklin, recommending the project of Benjamin's setting up at Philadelphia as a thing that must make his fortune.

Accordingly Benjamin gave up his position with Keimer and returned to Boston. His appearance there was unexpected and created some commotion. The family was glad to see him, excepting possibly his brother, who, says Franklin, "received me not very frankly, looked me all over, and turned to his work again." Evidently James could not forget his former grievance. It can happily be recorded, however, that in later years a reconciliation was effected.

The workmen in the brother's printing office, however, were much interested. They had many questions to ask and were open-eyed with astonishment when Benjamin showed them a handful of silver money, carelessly exhibited his watch, and as a crowning act gave them "a piece of eight"

(about a dollar) with which to purchase liquid refreshment.

Josiah Franklin was nearly seventy years of age. Fifty years of trouble under hard conditions had imbued him with a very positive degree of conservatism. He received Governor Keith's letter with surprise, saying that he must be of small discretion to propose setting up an eighteen-year-old boy in business. He flatly declined to be a party to the enterprise and wrote a civil letter in reply thanking the Governor for the offer, but saying he considered his son too young to be trusted with the management of a business so important.

He was evidently pleased with his son's progress in Philadelphia, however, and gave a parental consent to his return. He advised the boy to continue to save his money, to cultivate friendships, and to avoid making enemies by "lampooning and libelling," and promised that if by the time Benjamin was of age he had saved enough money to cut a respectable figure in the matter of setting up for himself in business, he would help out with the rest.

On his return to Philadelphia, Benjamin presented his father's letter to Governor Keith. Sir William on reading it said the father was too prudent. He declared he himself would furnish the money, directed young Franklin to give him an inventory of the equipment necessary and he

would then send to England for it. Benjamin had kept his negotiations with the Governor a secret between them; if he had spoken to others about it, the real character of his official patron would probably have been revealed to him.

He prepared an inventory of the necessary equipment, costing about five hundred dollars. The Governor approved the plan of the outfit, as he probably would have approved any that would be presented to him, and asked if it would not be of advantage for the youthful printer himself to go to London to select the material. Benjamin said that it would be of advantage and arrangements were accordingly made for him to sail on a vessel plying between Philadelphia and London.

CHAP. V.

Journeyman Printer in London.

GOVERNOR KEITH frequently invited the young printer to his house, always referring during the visits to the proposed new business venture as a settled thing; letters to influential friends in England were promised, as well as letters of credit with which to purchase the press, types, paper, and other needed equipment. The letters, however, were never forthcoming when called for; finally the time arrived for leave-taking, and still

no letters. Instead, the Governor's secretary informed the caller that the Governor was extremely busy, but would be at Newcastle before the ship left that point and there the letters would be delivered.

The Governor was at Newcastle when the ship anchored there, but was again too busy to be seen, and the polite secretary presented his excuses with the statement that the letters would be sent on board. The Colonel French previously mentioned brought the Governor's despatches to the ship, all in one bag, which the captain refused to open until later in the voyage when there would be more time. When the moment arrived there were no letters for Benjamin Franklin, and then came disillusionment.

A Quaker merchant named Denham, who subsequently was to play an important if limited part in Benjamin Franklin's life and who was sharing quarters with him during the voyage, came for the first time into a knowledge of the affair and he informed young Franklin of Sir William Keith's true character. Denham scoffed at the idea of the Governor giving a letter of credit, saying he had no credit to give.

Benjamin had sorrowfully to accept the conclusion that he had been deceived and that his dream of soon becoming a master-printer was not to be realized. The disappointment was keen, but he

seems not to have felt any great degree of animosity toward its author. In later years he generously summed up Keith's character by saying: "He wished to please everybody; and, having little to give, he gave expectations. He was otherwise an ingenious, sensible man, and a good governor for the people, though not for his constituents, the proprietaries, whose instructions he sometimes disregarded." Keith was eventually removed from office and died in London in old age, neglected and destitute.

Arriving in London, Franklin and his friend, James Ralph, who had accompanied him, found themselves in a strange city with only fifteen pistoles, amounting to about sixty dollars, in Franklin's pocket and none in Ralph's. Ralph had some ability as a writer and expected to make his living with his pen, but was unsuccessful and after Franklin's stock of pistoles was exhausted went to a small village where he secured employment as a schoolmaster.

Franklin immediately secured work at Samuel Palmer's, a famous printing house in Bartholomew Close, which was the name of the enclosed space adjoining the Church of St. Bartholomew, the oldest church in London. The printing office was located in a part of the church called the Lady Chapel, at that time and for some time afterward devoted to secular uses. It has since been restored

to its original purposes and the attendant takes pride in saying to visitors, particularly to those from America, that it is the site of the printing office in which Benjamin Franklin worked at his trade. In the north ambulatory in the church is a tablet to Thomas Roycroft, printer of the Polyglot Bible of 1677.

Samuel Palmer was more than an ordinary printer. He had visited America, was letter-founder as well as printer, and was engaged in the writing of "A History of Printing," only a third of which he had completed when he died in 1732.

He proposed to issue his history in two parts: Part I, historical, which was published in 1632, the first history of printing in English; and Part II, practical. An interesting fact in connection with this proposal is that when it became known, to quote Timperley's "Dictionary of Printing," "it met with such early and strenuous opposition from the respective bodies of letter-founders, printers, and bookbinders, and under an ill-grounded apprehension that the discovery of the mystery of those arts, especially the two first, would render them cheap and contemptible . . . that he was forced to set it aside."

At Palmer's, Franklin was employed in setting the type for the third (not the second, as stated in the "Autobiography") edition of a work called Wollaston's "Religion of Nature." Some of its rea-

THE

RELIGION

OF

NATURE

DELINEATED.

Ἔνιοι φεύγοντες τὴν Δεισιδαιμονίαν ἐμπίπτουσιν εἰς Ἀθεότητα τραχεῖαν καὶ ἀντίτυπον, καταπηδήσαντες Ἐν Μέσῳ κεῖσθαι τὴν Εὐσέβειαν. Plut.

Χαίρειν ἂν ἐάσας τὰς Τιμὰς τὰς τῶν πολλῶν ἀνθρώπων, τὴν Ἀλήθειαν ἀσπάζομαι, πειράσομαι τῷ ὄντι ὡς ἂν δύναμαι βέλτιστος ὢν καὶ ζῆν, καὶ ἐπειδὰν ἀποθνήσκω, ἀποθνήσκειν. Plato.

LONDON:

Re-printed in the Year 1724. by SAM. PALMER; and

Sold by BERNARD LINTOTT, at the *Cross Keys* between the *Temple Gates*; J. OSBORN, at the *Oxford-Arms* in *Lombard-street*; and W. and J. INNYS, at the West-End of St. *Pauls*.

Title page of the second edition of "The Religion of Nature" for which Franklin says in the "Autobiography" he set the type. He wrote from memory and in this statement was in error. He arrived in London in November, 1724, and it was the third edition, published in 1725, upon which he worked. Original in possession of the author. Size 5" x 7¾".

soning appealing to him as unsound, he wrote "a little metaphysical piece," entitled "a Diſſertation on Liberty and Neceſſity, Pleaſure and Pain," in refutation. It brought him to the favorable attention of his employer, but because of its atheistic attitude Franklin afterward regretted its publication. He is said to have attempted to suppress the edition, but four copies of the pamphlet are in existence.

Franklin now decided to make two changes. His savings had disappeared and his rate of living made it difficult to set aside anything from his wages. He felt the necessity of obtaining an increased income and he accordingly sought and secured a position in a larger printing office, conducted by John Watts in Great Queen Street, Lincoln's Inn Fields, in another part of the city. Watts was one of the eminent printers of his time. He was largely instrumental in establishing the great type-founding house of Caslon & Company. William Caslon, its founder, was an engraver of ornamental devices on the barrels of firearms, who also made bookbinding stamps and dies that were noted by Watts for their neatness and accuracy. He introduced young Caslon to other prominent employing printers, with the result that three of them raised the sum of five hundred pounds with which to set Caslon up in business, Watts contributing one fifth of the amount.

The second change decided upon by Franklin was occasioned by the fact that he was beginning to feel the want of exercise, to which he had been accustomed in America, and he therefore applied for a place in the pressroom instead of in the composing room. The press on which he worked was subsequently brought to America and is now preserved in the Museum of the Smithsonian Institution at Washington. Later he returned to composing-room work, but in the same establishment. His expertness as a compositor resulted in his being placed on the rush work, which brought a higher rate of remuneration.

The entry of a new man into a London printing office at the time was marked by the imposition upon him by his fellow workmen of a tax for drink. Franklin paid the amount, five shillings, without demur, when he went into Watts' printing office, but objected to paying a similar sum on his transfer to the composing room of the same establishment. His employer agreed with him and forbade compliance with the demand. However, after two or three weeks, during which time he found his cases regularly mixed up, the pages of the form upon which he might be at work transposed, and other similar annoyances, all of which were ascribed to the chapel ghost, which it was explained "ever haunted those not regularly admitted," he surrendered and paid the tax.

His abstemiousness was the subject of comment because it was a belief among the workmen that to do strong labor one must needs partake of strong drink. Franklin says: "My companion at the preſs drank every day a pint [of beer] before breakfaſt, a pint at breakfaſt with his bread and tea, a pint between breakfaſt and dinner, a pint at dinner, a pint in the afternoon about ſix o'clock, and another when he had done his day's work." Franklin showed them by example the fallacy of their belief as to the source of physical strength. "On occaſion," said he, "I carried up- and down-ſtairs a large form of type in each hand, when others carried but one in both hands. They wondered to ſee from this and ſeveral inſtances, that the *Water-American*, as they called me, was *ſtronger than* themſelves, who drank ſtrong beer!"

Franklin's wages were usually considerably in excess of those of his fellows. He never made a "St. Monday," a holiday, observed by the other workmen while recovering from the week end's dissipation. He received higher wages also because of his superior ability, and he did not have four or five shillings to pay on Saturday night for drink consumed during the week, as did most of the others. He was soon lending money to them, carefully collecting it on pay day, with, one may be assured, a reasonable addition for interest.

Acquiring a standing among the men, he pro-

posed some alterations in their chapel laws which were made. He offered other suggestions also, one being the substitution for the usual pint of beer at breakfast of a "large porringer of hot water gruel, ſprinkled with pepper, crumbed with bread and a bit of butter in it," which he convinced them made a cheaper breakfast and kept their heads clearer.

He had been lodging in Little Britain at three shillings and six pence (about eighty-four cents) a week. He removed to Duke Street, nearer Watts' printing office, at the same price, but deciding to obtain a cheaper lodging so as to increase his savings, he announced the fact to his landlady and she reduced the price to one shilling and six pence per week. It was a bargain, but lodgings were cheap, compared to modern standards, in that day. It was about the time that we find Dean Swift writing a letter to "Stella" in which he says of his quarters in Bury Street, one block away from Duke Street: "I have a firſt floor, a dining room and bedroom, at eight ſhillings a week, plaguey dear!"

Not far away from Duke Street is Craven Street, at No. 7 of which was Mrs. Margaret Stevenson's boarding-house, where lived Benjamin Franklin during the two periods of his representation of the American Colonies in England. The houses in the street were renumbered twice after he left; consequently when the Royal Society, of which he

was a member, in 1875 placed a tablet to his memory it was attached to the wrong house, and patriotic Americans who visited it during the succeeding forty years worshipped at the wrong shrine. Search of the London County Council records in recent years established the fact that it was at the house now numbered 36 that Franklin lived and at which he received so many of the world's elect. It is now a small hotel where those who make arrangements sufficiently in advance may occupy the room tenanted so long by the great American.

An interesting fact in connection with this period of Franklin's life is that he was an expert swimmer, and so far as is known, he was America's first amateur athlete. With his accustomed thoroughness he read books that dealt with the theory and practice of water sports; gave exhibitions that excited comment to the point that financial aid was forthcoming in a project to establish a natatorium in London for him, and it was further proposed that he travel in Europe, giving exhibitions of his dexterity as a swimmer.

He laid the matter before his Quaker merchant friend Denham, with whom he had kept in association, who discouraged it and advised him to return to America. Denham was about to go back to Philadelphia with a quantity of goods with which to open a store, and he proposed to Benjamin that he go along and take a position as clerk, keep the

books, copy letters, and attend the wants of customers. Later there was to be advancement. Denham offered the equivalent of one hundred and sixty-seven dollars a year as remuneration, which was less than Franklin was then receiving as a compositor, but with the ever-present desire of the compositor to "get away from the case" the offer proved tempting and was accepted. Accordingly they sailed together from England, July 23, 1726.

CHAP. VI.

A Plan of Life.

A VOYAGE across the Atlantic Ocean in the early years of the Eighteenth Century was something of an undertaking. The ships were small and uncomfortable at best, and during bad weather the conditions became almost unendurable. The great changes for the better in ocean travel that two hundred years have brought are indicated in the paper which Franklin wrote entitled: "Precautions to Be Uſed by Thoſe Who Are About to Undertake a Sea Voyage." He gives, among other things, a list of the viands with which each passenger should equip himself, for says he, "the moſt diſagreeable thing at ſea is the Cookery; for there is not properly ſpeaking any profeſſ'd Cook on board. The worſt ſailor is generally

choſen for that purpoſe, who for the moſt part is equally dirty."

As to the passenger's equipment, he advises that "a ſmall Oven made of tin Plates is not a bad piece of Furniture; your Servant may roaſt in it a piece of Mutton or Pork." He warns against the carrying of live provisions. "With regard to Poultry it is almoſt uſeleſs to carry any with you unleſs you reſolve to undertake the Office of feeding and fattening them yourſelf. With the little care which is taken of them on board ſhip they are almoſt all sickly and their fleſh is as tough as Leather."

The voyage upon which Franklin and his merchant friend and employer Denham embarked lasted eleven and one half weeks and the diary Franklin kept shows the trip grew so irksome that he finally began to wonder if it would ever come to an end. "For my part," he wrote, "I know not what to think of it. . . . Sure the American Continent is not all ſunk under Water ſince we left it. I riſe in the Morning and read for an hour or two perhaps and then Reading grows tireſome. Want of Exerciſe occaſions want of Appetite ſo that Eating and Drinking afford but little Pleaſure. I tire myſelf with playing at Drafts, then I go to Cards; nay, there is no Play ſo trifling or childiſh but we fly to it for Entertainment."

Such a dull existence afforded plenty of opportunity for meditation. This fact and Franklin's

usual habit of reflection led him to draw up for himself a plan of life. "Thoſe who write of the Art of Poetry," he said, "teach us, that, if we would write what may be worth Reading, we ought always, before we begin, to form a regular Plan and deſign of our Piece; otherwiſe we shall be in Danger of Incongruity. I am apt to think it is the ſame as to Life. I have never fix'd a regular Deſign in Life, by which means it has been a confuſ'd Variety of different Scenes. I am now entering upon a new one; let me, therefore, make ſome Reſolutions, and form ſome Scheme of Action, that henceforth I may live in all Reſpects like a rational Creature.

"1. It is neceſſary for me to be extremely frugal for ſome time till I have paid what I owe.

"2. To endeavor to ſpeak Truth in every inſtance, to give Nobody Expectations that are not likely to be anſwered, but aim at Sincerity in every Word and Action; the moſt amiable Excellence in a rational Being.

"3. To apply myſelf induſtriously to whatever Buſineſs I take in hand, and not divert my mind from my Buſineſs by any fooliſh Project of growing ſuddenly rich; for Induſtry and Patience are the ſureſt Means of Plenty.

"4. I reſolve to ſpeak ill of no Man whatever, not even in a matter of Truth; but rather by ſome means excuſe the Fault I hear charged upon others, and upon proper Occaſions, ſpeak all the good I know of Everybody."

To this plan he later made additions. One of them consisted of a set of twelve virtues, which he resolved to practise as follows:

1. Temperance
2. Silence
3. Order
4. Resolution
5. Frugality
6. Industry
7. Sincerity
8. Justice
9. Moderation
10. Cleanliness
11. Tranquillity
12. Chastity

After practising them for some time he found he was doing so well that he had grown proud of the fact, which, as he reflected that pride was a vice, caused him to add another to the table of virtues:

13. Humility

Remembering the advice of the Greek philosopher, Pythagoras, to the effect that daily examination is a necessary corollary to an attempt to attain perfection, he prepared a chart upon which it was his custom to check himself up at the close of the day. Of this system of self-examination he says:

"I made a little Book, in which I allotted a Page for each of the Virtues. I ruled each Page with red Ink, ſo as to have ſeven Columns, one for each Day of the Week, marking each Column with a Letter for the day. I croſſed theſe Columns with thirteen red Lines, marking the beginning of each Line with the firſt Letter of one of the Vir-

tues, on which Line, and in its proper Column, I might mark, by a little black Spot, every Fault I found upon examination to have been committed reſpecting that Virtue upon that Day."

The diagram was arranged something like that shown on the next page.

This chart was at first drawn in a memorandum book made of paper which, because of the frequent markings, proved not to be sufficiently durable, consequently it was transferred to one made of ivory leaves and the records were thus kept for many years.

Order was the one virtue in which throughout his whole life Benjamin Franklin found it difficult to attain anything approaching perfection. Of this fault he wrote: "In Truth, I found myſelf incorrigible with reſpect to Order; and now I am grown old, and my Memory bad, I feel very ſenſibly the Want of it."

While Franklin was Minister to France, William Alexander wrote to him, "Will you forgive me my Dear Sir for noticing, that your Papers ſeem to me to lye a little looſely about your hands—you are to conſider yourſelf as ſurrounded by ſpies and amongſt People who can make a Cable from a Thread; would not a ſpare half hour per day enable your Son to arrange all your Papers, uſeleſs or not, ſo that you could come at them ſooner, and not One be viſible to a prying eye?" John Adams,

TEMPERANCE

EAT NOT TO DULLNESS
DRINK NOT TO ELEVATION

	S.	M.	T.	W.	T.	F.	S.
T.							
S.							
O.							
R.							
F.							
I.							
S.							
J.							
M.							
C.							
T.							
C.							
H.							

Diagram Franklin used in checking up his observance of the thirteen virtues.

who usually saw something to remedy in every situation, when he joined the embassy in Paris, according to Parton, at once "objected to the disarrangement of the papers, and very properly addressed himself to the task of putting the embassy in order. He procured letter books and pigeon-holes, and performed a great deal of useful, and perhaps some superfluous, labor, in arranging and rectifying the affairs of the office. In a word, he put the office into red tape."

Fully realizing the need for all the check he could put upon his tendency to neglect the observance of Order in his affairs, Franklin early in life devised a plan to cover the twenty-four hours of the day, as follows:

THE MORNING

Queſtion. What good ſhall I do this day?

(5) Riſe, waſh, and addreſs
( ) Powerful Goodneſs!
Contrive day's buſi-
(6) neſs, and take the
( ) reſolution of the day;
(7) proſecute the preſent ſtudy, and breakfaſt.
(8) Work.
(9)
(10)
(11)
(12) Read, or overlook my accounts, and dine.
(1) Work.

	(2)	
	(3)	
	(4)	
	(5)	
EVENING	(6)	Put things in their
Queſtion. What good		places.
have I done to-day?	(7)	Supper. Muſic or diver-
	(8)	ſion, or converſation.
	(9)	Examination of the day.
NIGHT	(10)	Sleep.
	(11)	
	(12)	
	(1)	
	(2)	
	(3)	
	(4)	

Always a deep thinker on all important subjects, Franklin meditated long and earnestly upon that of religion and as a result formulated his own creed, which he said he felt contained the essentials of every known religion. It was as follows:

"That there is one God who made all Things.
"That he governs the World by his Providence.
"That he ought to be worſhipped by adoration, prayer, and thankſgiving.
"But that the moſt acceptable ſervice of God is doing good to Man.
"That the Soul is immortal.
"And that God will certainly reward Virtue and puniſh Vice, either here or hereafter."

Conceiving God to be the fountain of all wisdom, he supplemented his creed with this prayer of his own composition:

"O powerful Goodneſs! bountiful Father! merciful Guide! Increaſe in me that wiſdom which diſcovers my trueſt intereſt. Strengthen my reſolutions to perform what that wiſdom dictates. Accept my kind offices to Thy other children as the only return in my power for Thy continual Favors to me."

CHAP. VII.

In Philadelphia Again as Foreman of Keimer's Shop.

MR. DENHAM set up his store in Water Street. He and his young clerk took living quarters together and for six months everything went along satisfactorily to both. Then both fell ill and although Franklin recovered Mr. Denham did not. The store was taken charge of by his executors and Franklin was under the necessity of finding a new position.

He tried to secure employment as a merchant's clerk, but, nothing offering, he accepted an offer from Samuel Keimer to take charge of his shop, in which was now employed a force of several hands. None was efficient, however, and it was for the

purpose of making them so that Keimer offered Franklin what was at that time a high rate of wages.

Franklin saw that what Keimer evidently had in mind was to employ him until the workmen, two of whom were bound servants, had attained some measure of the skill at the printing trade which Franklin had brought back from London, and then to dispense with the instructor's services. Notwithstanding that fact, however, the foremanship was accepted. The position was made attractive further, by the fact that Keimer closed his shop on Saturday and Sunday, which gave additional time for reading and study.

The new foreman proceeded to set the shop in order and to instruct the workmen. As they increased in usefulness Keimer began to grumble at what he said were the high wages he was paying to Franklin. At the end of the second quarter he demanded a rearrangement at a lower rate of pay. He became dictatorial in his manner, made frequent complaints, and the break finally came over a trivial occurrence which is described in the "Autobiography" as follows:

"At length a Trifle ſnapp'd our connections; for, a great noiſe happening near the Court-Houſe, I put my Head out of the window to ſee what was the matter. Keimer, being in the ſtreet look'd up and ſaw me, call'd out to me in a loud Voice

and angry Tone to mind my Buſineſs, adding ſome reproachful Words, that nettl'd me the more for their publicity, all the Neighbors who were looking out on the ſame occaſion, being Witneſſes how I was treat'd. He came up immediately into the Printing-Houſe, continu'd the Quarrel, high Words paſſ'd on both ſides, he gave me the quarter's Warning we had ſtipulat'd, expreſſing a wiſh that he had not been oblig'd to ſo long a Warning. I told him his wiſh was unneceſſary, for I would leave him that inſtant; and so, taking my Hat, walk'd out of doors, deſiring Meredith, whom I ſaw below, to take care of ſome things I left, and bring them to my lodgings."

Hugh Meredith, referred to above, is described as a "Welſh Pennſylvanian, thirty years of age, bred to country work, honeſt, ſenſible, had a great deal of ſolid Obſervation, was ſomething of a Reader, but given to drink." He called upon Franklin in the evening to talk matters over. He disapproved of Franklin's determination to return to Boston, and suggested that they set up a partnership together, saying that his father would furnish the necessary capital as an offset to Franklin's knowledge of printing, on a basis of an equal distribution of the profits. The father being in town, a further consultation was held, with a result that an inventory of a printing shop was given to a merchant with instructions to send it to London to be filled.

Franklin applied to Andrew Bradford for work, but was told there was none for him. After remaining idle a few days, Keimer, having in prospect an opportunity to secure the printing of the paper money of the Province of New Jersey, sent a civil message to Franklin, with the result that he returned to Keimer's employment. The New Jersey order was obtained, Franklin constructed a copperplate press on which to print the money, cut ornaments for use in the design of the paper bills, and went to Burlington, then the capital of New Jersey, where he remained three months.

The one-story building which he fitted up as a printshop in Burlington has been preserved as a museum by a patriotic society because of his early connection with it. During his stay in Burlington he made many influential friends among the leading men of the capital, who rendered valuable assistance to him when he later went into business for himself.

CHAP. VIII.

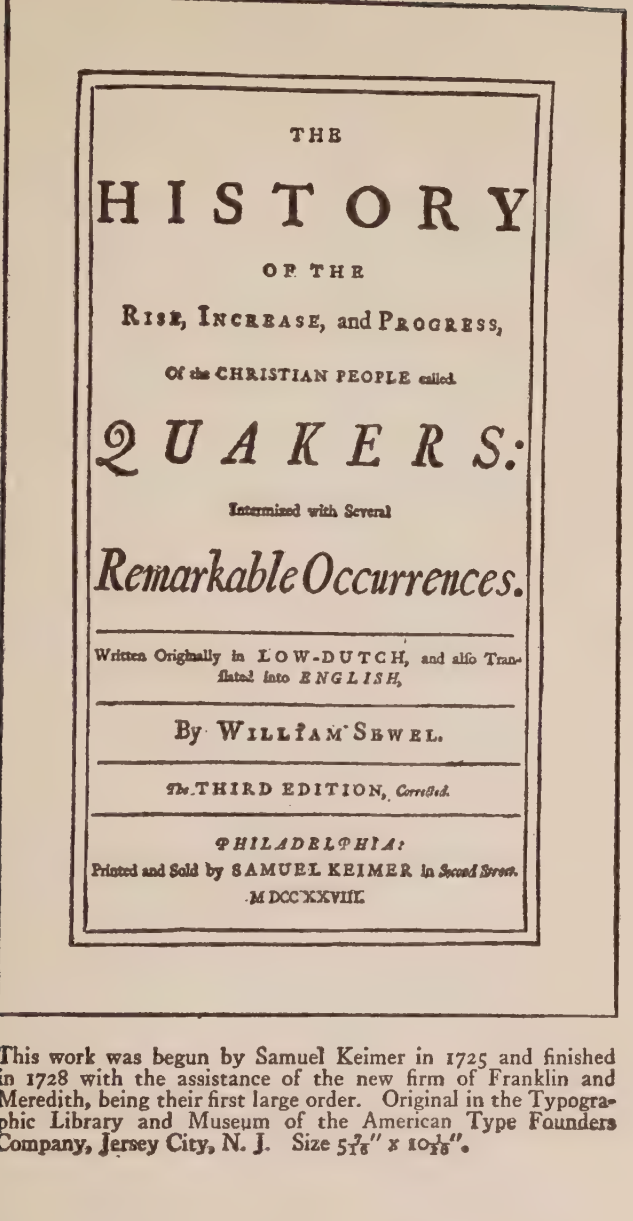
The New Firm of Franklin and Meredith.

THE outfit ordered from London arrived at about the time Franklin finished the work for which he went to Burlington for Keimer, and also at about the expiration of the period for which

Hugh Meredith was bound to Keimer. Meredith's father advanced one hundred pounds, one half the money required, with a promise of the remainder at an early date. They rented a house in the lower part of Market Street at twenty-four pounds a year and sub-let the greater part of it to Thomas Godfrey, with whom Franklin took lodgings. Godfrey used his portion of the house for the living quarters of his family and to accommodate his own business, which was that of a glazier.

A countryman walking along the street and looking for a printer was the first customer, having been brought in by one of Franklin's friends. "This man's five ſhillings," says Franklin, "being our firſt fruits, and coming ſo ſeaſonably, gave me more pleaſure than any crown I have ſince earned."

The second order was to print forty sheets of a work entitled "The History of the Rise, Increase and Progress of the Christian People Called Quakers." Keimer had undertaken it, but had failed to complete it in time. Giving an estimated price on the work, Franklin did what printers have been known to do before and since, quoted too low. When that fact became apparent he resolved that the only course to follow would be to produce one sheet every day, and so, even when interrupted by other work, he would finish the sheet before going to bed, and to do this he was obliged often to work until eleven o'clock at night. He did the



THE

HISTORY

OF THE

RISE, INCREASE, and PROGRESS,

Of the CHRISTIAN PEOPLE called

QUAKERS:

Intermixed with Several

Remarkable Occurrences.

Written Originally in LOW-DUTCH, and alſo Tranſlated into *ENGLISH*,

By WILLIAM SEWEL.

The THIRD EDITION, *Corrected.*

PHILADELPHIA:

Printed and Sold by SAMUEL KEIMER in *Second Street.*

M DCC XXVIII.

This work was begun by Samuel Keimer in 1725 and finished in 1728 with the assistance of the new firm of Franklin and Meredith, being their first large order. Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J. Size $5\frac{7}{16}'' \times 10\frac{1}{16}''$.

type composition and Meredith the presswork. One night just as a form of two pages had been completed it was pied, but true to his resolution he set to work and did not leave the printing office until the pi had been distributed and the page set up again and printed.

The new firm made a favorable impression, one reason being the superior quality of its work. Franklin knew how to set type correctly, how to operate and keep a press in order, and how to get good effects upon it. Neither Bradford nor Keimer was noted for the excellence of his printing, thus giving an opening to the young printers, of which they were quick to take advantage.

A notable instance was in connection with the public printing. Bradford was postmaster and printer of the laws and other public documents. On one occasion he printed an address of the House to the Governor in a coarse, blundering manner. Franklin and Meredith reprinted it correctly and in good style, and sent a copy to every member of the House. "They were ſenſible of the difference," Franklin says; "it ſtrengthened the hands of our friends in the Houſe, and they voted us their printers for the year enſuing."

A difficulty soon presented itself to Franklin and Meredith in the shape of a demand from the merchant who had brought their outfit from London for the payment of the second half of the purchase

price. After some discussion, Meredith, who had come to the conclusion that he never would be successful as a printer, offered to withdraw from the firm on the following terms as stated to his partner: "If you will take the debts of the company upon you, return to my father the hundred pounds he has advanced, pay my little perſonal debts and give me thirty pounds and a new ſaddle, I will relinquiſh the partnerſhip. and leave the whole in your hands."

Two of Franklin's personal friends came forward with an offer of the money required to pay off the whole sum due, which offer was accepted and the title of the firm was changed to read: "B. Franklin, Printer."

The interest of his powerful friend Andrew Hamilton, whose acquaintance was made at the beginning of the voyage to England two or three years before, which voyage, however, Mr. Hamilton at the last moment was prevented from making, now obtained the printing of the Newcastle paper money and the laws of that government, which patronage Franklin retained as long as he continued in business.

The affairs of B. Franklin, Printer, continued to prosper. In 1729, Samuel Keimer went into bankruptcy, sold his printing office, and retired to Barbadoes. One of his apprentices, David Harry, bought the materials and set up in his place.

He had many friends and Franklin, fearing his competition, proposed a partnership, which, fortunately for him, Harry rejected. He neglected his business, however, and soon followed Keimer to Barbadoes, taking the printing outfit with him. This left Franklin with but a single rival for the patronage of Philadelphia, Andrew Bradford, who gave more attention to the post office than he did to his printing office and proved therefore not an aggressive competitor.

Franklin now began to think of marriage. His landlady interested herself in the matter and what happened may perhaps be best expressed in his own words:

"Mrs. Godfrey projected'd a Match for me with a relation's Daughter, took opportunities of bringing us often together, till a ſerious Courtſhip on my part enſu'd, the Girl being in herſelf very deſerving. The old Folks encourag'd me by continual Invitations to Supper, and by leaving us together, till at length it was Time to explain. Mrs. Godfrey manag'd our little Treaty. I let her know that I expect'd as much Money with their Daughter as would pay off my remaining Debt for the Printing-Houſe, which I believe was not then above a hundred Pounds. She brought me word they had no ſuch ſum to ſpare. I ſaid they might mortgage their Houſe in the Loan-Office. The anſwer to this, after ſome Days, was that they did not approve the Match; that, on inquiry of Bradford, they had been inform'd the Printing

Buſineſs was not a profitable one; the Types would ſoon be worn out, and more want'd; that S. Keimer and D. Harry had fail'd one after the other and I ſhould probably ſoon follow them; and therefore I was forbidden the Houſe, and the Daughter ſhut up."

Franklin was in doubt as to whether this action expressed the real sentiments of the young woman's family, or whether it was a device to prompt them to contract a runaway marriage, which would put the family in the position of providing a dowry or not, as they chose. He resolved to give no further consideration to the matter, whereupon Mrs. Godfrey renewed the overtures. He held to his decision and as a result there was a falling out between him and the Godfreys, who removed from the house, which he then decided to retain wholly for his own use.

"But," says he, "this affair having turn'd my Thoughts to Marriage, I look'd round me and made overtures of Acquaintance in other Places; but ſoon found that, the Buſiness of a Printer being generally thought a poor One, I was not to expect Money with a Wife, unleſs with ſuch a One as I ſhould not otherwiſe think agreeable."

He renewed his acquaintance with Miss Deborah Read and on September 1, 1730, they were married. Of this marriage Franklin said: "She proved a good and faithful helpmate, aſſiſted me much by attending the Shop; we ſtrove together, and have ever mutually endeavor'd to make each other happy."

CHAP. IX.

Publisher and Bookseller.

IF A Philadelphian in 1728," says James Parton, "had been asked to name the business by which, in Philadelphia, a stranger could make a fortune in twenty years, the business of a printer would have been among the very last to occur to him. There was no good book-store south of Boston, it is true, but also there was no general regard for books south of Boston. Except Mr. James Logan, who had a superb library, and perhaps three or four persons besides, there was no one in Philadelphia who had the true passion for books, until our young printer infused it into them. Franklin, like poets that Wordsworth speaks of, had to create the taste by gratifying which he was to thrive. Almanacs, hymn-books, low-priced books of religious controversy, and very rudimental school-books, were the staple commodities of the Philadelphia book-store in the olden time. It was not safe to publish any book higher than eighteen pence, except by subscription. Of the books published in the Colonies before the Revolution, nine tenths, at least, appear to have been sold at less than eighteen pence. The whole business of printing was trivial, and could be made profitable only by prosecuting successfully a great number of petty projects."

Although Franklin and Meredith began to print in 1728, the first issue of their press listed by Charles R. Hildeburn in his remarkably complete work, "A Century of Printing; The Issues of the Press in Pennsylvania," is "A Modeſt Inquiry into the Nature and Neceſſity of a Paper Currency, Print'd and Sold at the New Printing Office near the Market, 1729." Seven other publications are ascribed to Franklin and Meredith for that year, two of which do not show their imprint, but are known to be from their press.

One pamphlet bearing their imprint was not printed by them. It is entitled "A Touch of the Times," and was written and printed by Keimer as an answer to an article in the "Mercury" which he considered to be aimed at himself, and wrongfully ascribed on the title page to the "New Printing Office." It brought forth the following advertisement in the "Mercury" dated April 24, 1729:

> THIS may inform thoſe that have been induc'd to think otherwiſe, That the ſilly Paper, call'd a Touch of the Times, &c. was Wrote, Print'd and Publiſh'd by Mr. Keimer; and that his putting the words New Printing Office at the Bottom, and inſtructing the Hawkers to ſay it was done there is an Abuſe."

Franklin's publication of the "Pennſylvania Gazette" began in 1729, and "Poor Richard's Alma-

Q. Soll ich in dieſem Jammerthal
Noch länger in armuth leben,
So hoff ich doch, Gott wird mir dort
Ein beſſere Wohnung geben

GROSS BRITTANIEN.

Nachdem die Friedens und Kriegs-affairen in Europa eine geraume zeit her auf einen ſehr wanckelbahren fuß geſtanden, und man einige Jahre allezeit in den waffen ſtehend denen Friedens-handlungen obgelegen, ſo hat doch endlich der König von Groſs Brittanien, durch den ihm beywohnenden Eiffer das beſte ſeiner Unterthanen zu bevorderen, die letzte hand ans werck geſchlagen, und durch einen Tractaat, welchen er den 16. Mertz verwichenen Jahres zu Wien mit dem Keyſer gemacht, den Frieden und die Ruhe in Europa befeſtiget; Zu dieſem Tractaat iſt Spanien und Holland auch getreten: Franckreich allein ſoll ſcheinet darüber ſehr unvergnügt zu ſeyn. Und weil der Keyſer und Engeland ſich darinnen verpflichtet den Infant von Spanien Don Carlos, als Erb-printz der Hertzogthümer Toſcana und Parma mit 6000 Mann Spaniſche Trouppen in Italien einzuführen, ſo hat dieſem zu folge der König von Engeland eine Eſquader unter dem Admiral Wager nach Barcelona geſchicket, ſich alda zu der Spaniſchen Flotte zu ſchlagen und die 6000. Spanier nach Livorno zu transportiren, welche Introduction auch glücklich vor ſich gegangen, und anlaſs gegeben zu einer Anrede des Königs am 13. Jan. an die beyde Häuſer des Parlements, welche wir wegen enge des raums auf eine andere Gelegenheit verſparen wollen.

London den 29. Jan. Verwichenen Mittwoch abends um 9 uhr, gab der Graff Bothmar, erſter Miniſter der Hannoveriſchen affairen, in ſeinem Hauſe in S. James Park, nach einer lang gewührten unpäßlichkeit, der Zeitlichkeit gute nacht. Er hat über 20. Jahr in Engeland gewohnet. Sein Leichnam ſoll balſamiret, nach Hannover gebracht und bey ſeinen Vorältern zur Erden beſtattet werden.

London den 3. Febr. In einem Schreiben von Barcelona wird gemeldet, daſs vor 2 Tagen an die daſigen Intendantur ordre gekommen, eine Armee von 30000 Mann fertig zu halten, und nöthige anſtalten machen, daſs ſelbige den 25. Mertz nebſt aller dazu gehörigen Artillerie könne eingeſchiffet werden doch weiſs noch niemand, worauf dieſes mochte angeſehen ſeyn.

PHILADELPHIA. 6. May.

Von Martha's Vineyard hat man, daſs die vor einiger zeit allda angekommene Pfaltzer, welche auf ihrer langen reiſe von Rotterdam ſo übel ſind behandelt worden, mit Capitain Loyd accordiret haben ſie hieher zu führen, und werden nunmehro täglich erwartet.

Von Engeland wird befeſtiget, daſs der Proprietor dieſen Frühling noch hier ankommen werde, auch daſs er alsdann ſofolgends dem Vergleich mit Mylord Baltimore getroffen, die Linie laufſch laſſen wolle.

Am verwichenen Sonntag nachmittage untes währendem Gottesdienſt entſtand hier ein heffitiger brand in Mr Badcocks Brad-hauſe. Ein jeder lief eilends aus der Kirchen, und fand ſich eine groſſe menge Volcks bey dem Feuer, doch konte das Gebäu nicht errettet werden, Wenn es des nachts ausgebrochen, oder das Waſſer nicht eben hoch in dem graben geweſen wäre, ſolte ein viel gröſſerer ſchade daraus haben können entſtehen, weil die Flamme ſchon verſcheidene andere Häuſer ergriffen. Die Brandſprützen thaten bey dieſer Gelegenheit groſſe dienſte, und jederman war willig zu helffen, dergeſtalt, daſs das Wohnhauſs noch, wiewohl nicht ohne ſchaden, iſt errettet worden.

Vergangene Woche hat es ſich begeben, daſs eine Frau, welche einige zeit zuvor ſehr melancholiſch geweſen, in einem Sloop das Riviet hinab gefahren, und die Gelegenheit wahrgenommen, wenn niemand in der Cabine war, eine Flinte genommen und an den ſpringer des Hahns ein ſtrick gebunden, das Mündloch unter die Bruſt geſtellet und ſich alſo ſelbſt erſchoſſen, daſs der Schuſs hinten neben der Schulter heraus gangen, und ſie wenige ſtunden hernach daran geſtorben.

Hier ſind nachfolgende Schiffe eingelauffen.

Brig. Warren, Tho Ramſey, von Dublin.
Snow Lovely Hannah, J Wilcocks, von Antigua.
Sloop Dove, John Rice, von South Carolina.
Sloop Johns, Abt. Hayes, von North Carolina.
Ship Diamond, Wſm. Donaldſon, von Briſtol.
Snow Mary Ann, Lab Pearce, von S. Chriſtopher.

Preiſs folgender Güter. Weitzen der Buſchel 2 ſchill 6. pence. Fein Mehl, der Centner 8 ſch. Mittel Brod 12. ſch. gemengt, 10. ſch. braun, 9 ſch. Rum, ein Gallon 2. ſch. 4. p. Melaſſes 16. p.

BEKENTMACHUNG.

Güter vother Kleber-Saamen *vor billichen preiſs zu bekommen bey* George Fitzwater, *in der Marck ſtraſs*, Philadelphia.

PHILADELPHIA: Gedruckt bey *B. Francklin* in der Marck-ſtraſs, wo dieſe Zeitungen zu bekommen und Bekandtmachungen zu b ſtellen und.

Fourth page of Franklin's German newspaper.

(No. 1.)

Philadelphiſche Zeitung.

SAMBSTAG, den 6 Mey. 1732.

An alle teutſche Einwohner der Provintz Pennſylvanien.

NACHDEM ich von verſchiedenen teutſchen Einwohnern dieſes Landes bin erſuchet worden, eine teutſche Zeitung ausgehen zu laſſen, und ihnen darinnen das vornehmſte und merckwürdigſte neues, ſo hier und in Europa vorfallen möchte, zu communiciren; doch aber hierzu viele mühe, groſſe correſpondentz und auch Unkoſten erfordert werden; Als habe mich entſchloſſen, denen teutſchen zu lieb gegenwärtiges Specimen davon heraus zu geben, und ihnen dabey die Conditiones welche nothwendig zu der continuation derſelben erfordert werden, bekent zu machen.

Erſtlich, müſten zum wenigſten, um die unkoſten die darauf lauffen, gut zu machen, 300 ſtücks können gedruckt und debitiret werden, und müſte in jeder Townſhip dazu ein mann ausgemachet werden, welcher mir wiſſen lieſſe, wie viel Zeitungen jedes mahl an ihn müſten geſandt werden, und der ſie dan weiters einen jeglichen zuſtellen und die bezahlung davor einfordern müſte.

Vor jede Zeitung muſs jährlich 10 Shillinge erleget, und davon alle quartal 2 ſh. 6 d. bezahlet werden.

Dagegen verſpreche ich auf meiner ſeite, durch gute Correſpondentz die ich in Holland und England habe allezeit das merkwürdigſte und neueſte ſo in Europa und auch hier paſſiret, alle woche einmahl, nemlich Sonnabends in gegenwärtiger form einer Zeitung, nebſt denen ſchiffen ſo hier abgehen und ankommen, und auch das ſteigen oder fallen des Preiſſes der Güter, und was ſonſt zu wiſſen dienlich bekandt zu machen.

Advertiſſemente oder Bekantmachungen, welche man an mich ſchicken möchte, ſollen das erſte mahl vor 3 ſhilf. 3 mahl aber vor 5 ſhil: hinein geſetzet werden.

Und weil ich nützlich erachte die gantze beſchreibung der aufrichtung dieſer provintz, mit allen derſelben privilegien, rechten und geſetzen, bey ermangelung genugſamer Neuigkeiten, darinen bekandt zu machen; ſolte nicht undienlich ſeyn, daſs ein jeder, zumahl wer kinder hat, dieſe Zeitungen wohl bewahre, und am ende des jahres an einander hefftе; zumahl da ſolche dann gleichſam als eine Chronica dienen können, die vorigen Geſchichte daraus zu erſehen, und die folgende deſto beſſer zu verſtehen.

Auch wird anbey zu bedencken gegeben, ob es nicht rahtſam wäre, in jeder groſſen Townſhip einen reitenden Boten zu beſtellen, welcher alle woche einmahl nach der ſtadt reiten und was ein jeder da zu beſtellen hat, mit nehmen könne

So bald nun die obgemeldte anzahl der Unterſchreiber vorhanden, welche ſo bald als möglich erſuche in Philadelphia

Title page of the first number of Franklin's German newspaper. Size 5½″ x 8″.

nack" was established in 1732. Each will be dealt with at length in separate chapters.

The issues of Franklin's press, exclusive of the "Pennsylvania Gazette," "Poor Richard's Almanack," the "Philadelphiſche Zeitung," and the "General Magazine," between the years 1729 and 1748, in which latter year the active management of the printing office was turned over to David Hall, numbered more than seven hundred, in which is included everything from a single sheet to pretentious volumes of several hundred pages each.

Early in 1741 Franklin began the publication of "The General Magazine and Hiſtorical Chronicle for all the Britiſh Plantations in America, to be Continu'd Monthly." A part of the announcement of the new magazine in the "Pennsylvania Gazette" was to this effect:

"We deſire no ſubſcriptions. We ſhall publiſh the Books at our own Expenſe, and riſk the ſale of them, which Method, we ſuppoſe, will be moſt agreeable to our Readers, as they will then be at Liberty to buy only what they like, and we ſhall be under the conſtant Neceſſity of endeavoring to make every particular Pamphlet worth their Money."

The "General Magazine" came out late in the month and followed by three days the publication by Andrew Bradford of the first number of "The American Magazine or a Monthly View of the

A New Verſion

OF THE

PSALMS

OF

DAVID,

Fitted to the TUNES Uſed

IN

CHURCHES.

BY

N. Brady, D. D. Chaplain in Ordinary, and *N. Tate*, Eſq; Poet Laureat to His MAJESTY.

PHILADELPHIA:

Printed and Sold by B. FRANKLIN, at the New Printing-Office, near the Market. Sold alſo by *A. Bradford*, at the Bible in Second-Street. 1733.

The seventh edition of this work, printed in 1729, was the first important production of Franklin's press. In speaking of the deplorable tendency of people to prefer light literature he said: "An impression of the Psalms of David had been upon my shelves for above two years," yet he had "known a large impression of Robin Hood's Songs to go off in a twelvemonth." Original in the possession of the Curtis Publishing Company, Philadelphia. Size 2½" x 4⅛".

C. A T O's

MORAL

DISTICHS

Engliſhed in Couplets.

PHILADELPHIA:
Printed and Sold by B. FRANKLIN, 1735.

Franklin's first reprint of a classic. He said "The Cato Major" (1744) was "the first translation of a classic in the Western World," forgetting this edition of the "Moral Distichs" and Samuel Keimer's publication in 1729 of "Epictetus his Morals." Original in the possession of the Curtis Publishing Company, Philadelphia. Size 4" x 6".

A

TREATY

OF

FRIENDSHIP

HELD WITH THE

CHIEFS OF THE SIX NATIONS,

AT

PHILADELPHIA,

IN

SEPTEMBER and *OCTOBER*, 1736.

PHILADELPHIA:
Printed and Sold by B. FRANKLIN, at the New Printing-Office
near the Market. M,DCC,XXXVII.

First issue of the Indian Treaties.
Original in the possession of the Curtis Publishing Company, Philadelphia.
Size $5\frac{9}{16}$" x $9\frac{7}{16}$".

The AMERICAN MAGAZINE:

OR

A MONTHLY VIEW OF

The Political State

OF THE *BRITISH COLONIES:*

For FEBRUARY, 1740-1.

(To be Continued Monthly)

Containing,

I. Continuation of the REMARKS on the MARYLAND Government.
II. PROCEEDINGS in the Aſſembly of that Province.
III. PROCEEDINGS of the Aſſembly of PENNSYLVANIA, in Relation to the inliſting of Servants.
IV. PROCEEDINGS of the Aſſembly of NEW-YORK, reſpecting the King's Inſtructions to make Proviſions for the Troops, directed to be raiſed there.
V. An ACCOUNT of the SPEECHES in Aſſembly of his Excellency the Governor of NEW-JERSEY.
VI. The PRESENT STATE of the WAR.
VII. The AFFAIRS of EUROPE.

PHILADELPHIA: Printed and Sold by ANDREW BRADFORD:
(Price One Shilling *Pennſylvania* Currency, or Eight Pence *Sterling.*)

Title page of the second number of "The American Magazine." From the file in the possession of the New York Historical Society, the only copies known to be in existence. The title page of the first number is missing. Size $3\frac{15}{16}$" x $6\frac{5}{8}$".

THE
GENERAL MAGAZINE,
AND
Hiſtorical Chronicle,
For all the *Britiſh* Plantations in *America.*
[To be Continued Monthly.]

JANUARY, 1741.

VOL. I.

PHILADELPHIA:
Printed and Sold by B. FRANKLIN.

Title page of the "General Magazine," the second magazine established in the Colonies. It bears the coronet of the Prince of Wales, of Hanoverian ancestry, which accounts for the German motto. Original in the Ridgway Branch of the Philadelphia Public Library. Size $2\frac{7}{8}'' \times 6''$.

Political State of the Britiſh Colonies." The publication of the two magazines had been preceded by a wordy dispute in the newspapers between Franklin and John Webbe, the editor of the "American Magazine." Franklin claimed that the idea of publishing a magazine in the American Colonies originated with him and that he had concluded with Webbe an agreement to edit it, but that Webbe had broken faith, and had betrayed Franklin by laying the plan before Bradford and inducing him to enter into an agreement on better terms than those arranged for with Franklin.

On the title page of the "General Magazine" appeared a wood cut reproduction of the Prince of Wales' coronet with three plumes and the motto "Ich dien." The contents consisted of theological controversy, proceedings of Parliament, governors' speeches, and extracts from books, very little of the matter being original, and practically none of it of the interesting character of that to be found in the "Gazette" and "Poor Richard's Almanack." The information was useful, but not calculated to attract a wide circle of readers.

The magazine edited by Webbe and issued by Bradford lasted three months. Of Franklin's "General Magazine" six of the monthly numbers were published. It contained sixty pages, $2\frac{7}{8}$ x $5\frac{7}{8}$ inches in size, and was set in type corresponding to modern six point and ten point solid. Only

A

CATALOGUE

OF

CHOICE AND VALUABLE

BOOKS,

CONSISTING OF

Near 600 Volumes, in moſt Faculties and Sciences, *viz.*

DIVINITY, HISTORY, LAW, MATHEMATICS, PHILOSOPHY, PHYSIC, POETRY, *&c.*

Which will begin

TO BE SOLD for Ready Money only, by BENJ. FRANKLIN, at the *Poſt-Office* in *Philadelphia*, on Wedneſday, the 11th. of *April* 1744. at Nine a Clock in the Morning; And, for Diſpatch, the loweſt Price is mark'd in each Book.

The Sale to continue Three Weeks, and no longer; and what then remains will be ſold at an advanced Price.

Thoſe Perſons that live remote, by ſending their Orders and Money to ſaid B. FRANKLIN, may depend on the ſame Juſtice as if preſent.

Announcing a sale of books.
Original in the possession of the Curtis Publishing Company, Philadelphia.
Size 2¾" x 5".

A

LETTER

FROM

THE REVEREND

Mr. *George Whitefield*,

TO

THE REVEREND

Mr. *John Wesley*,

IN ANSWER TO HIS

SERMON,

ENTITLED,

FREE GRACE.

GAL. II. 11.

But when Peter *was come to* Antioch, *I withstood him to the Face, because he was to be blamed.*

PHILADELPHIA:

Printed and Sold by B. FRANKLIN, M,DCC,XLI.

Title page that is interesting because showing a typographical error, from which Benjamin Franklin's work was usually singularly free. Original in Ridgway Branch of the Philadelphia Public Library. Size $3\frac{1}{8}'' \times 5\frac{5}{8}''$.

one advertisement gladdened its short life, appearing in small type at the bottom of the last page in the fifth and sixth numbers. Since it is the first American magazine advertisement, it is here reproduced:

> THERE is a FERRY kept over Potomack (*by the Subſcriber*) *being the Poſt Road and much the nigheſt way from Annapolis to Williamſburg, where all Gentlemen may depend on a ready Paſſage in a good new Boat with able Hands* Richard Brett, *Deputy-Poſt-Maſter at Potomack.*

Another publication venture of Franklin's was announced as the "Philadelphiſche Zeitung, or Newſpaper in High-Dutch, which will continue to be publiſhed on Saturdays once a Fortnight, ready to be deliver'd at Ten a Clock, to Country Subſcribers." The editor was Louis Timothee, "language master."

Although Franklin relates in the "Autobiography" his early business ventures in considerable detail, he makes no mention of either the "General Magazine" or the "Philadelphiſche Zeitung."

"Though the bulk of the issues of Franklin's press are of little moment," says Paul Leicester Ford, "there can be no doubt that as a whole they contain more of genuine merit than those of any printer of the same or previous periods in the Colonies, the amount of doctrinal and polemical theology being a minimum, and bearing a less proportion to the whole mass that can be found

A

COLLECTION

OF ALL THE

LAWS

Of the PROVINCE of

PENNSYLVANIA:

NOW IN FORCE.

Published by Order of ASSEMBLY

PHILADELPHIA:

Printed and Sold by B. FRANKLIN.

M,DCC,XLII.

Franklin excelled in title pages, of which this is a fine example. Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J. Size 4⅝" x 8¾".

THE YEARLY VERSES

Of the Printer's Lad, who carrrieth about the *Pennſylvania GAZETTE*, to the Cuſtomers thereof.

Jan. 1. 1741.

MY Labour's done for one unreckon'd Year,
And to account, kind SIR, I now appear.
'Twould give Offence, could I the News rehearſe,
T' attempt it all, here, in my ſcanty Verſe;
But if th' important Parts are nam'd again
That ſtrike the Paſſions and inſpire the Pen,
Tho' Grief, and Joy, and Anger, thoſe may raiſe,
And ſome deſerve Reproach, and others Praiſe;
Such Parts, by Cuſtom due, ye will expect;
And ſuch will make the noble Mind reflect.
See Ruſſia's triple Danger, and her Pow'r,

Heading of "The Yearly Verses of the Printer's Lad."
Original in the possession of the Historical Society of Pennsylvania.
Size 3" x 11 5/8"

in the books of contemporary American printers. In the earliest years of the venture he took the risk of printing two little volumes of American poetry, as well as reprinting other verses of European origin. In 1741 he published the earliest American medical treatise, Colden's 'Essay on the Iliac Passion,' and four years later the second Cadwalader's 'Essay on the West India Dry Gripes.' From his press came the first two pamphlets against slavery. In 1744 he reprinted Richardson's 'Pamela,' the first novel printed in America. Despite his personal disregard of the classics, he printed as early as 1735, James Logan's Translation of Cato's 'Moral Distichs,' the first Latin work to be both translated and printed in America."

Franklin's printing and bookmaking were of a higher grade than those of his contemporaries. His type arrangements, particularly of title pages, demonstrate skill, and his presswork as a rule, although it does not measure up to modern standards, is good. The book he regarded as his mechanical masterpiece was the "Cato Major."

A feature of his work which impresses one is its freedom from typographical errors, although they did occasionally occur. One is to be noted in the title page shown on page 80 and the date lines of the issues of the "Pennsylvania Gazette" occasionally were not changed from the issues of the previous week. However, he was able to turn even

M. T. CICERO's

CATO MAJOR,

OR HIS

DISCOURSE

OF

OLD-AGE:

With Explanatory NOTES.

PHILADELPHIA:

Printed and Sold by B. FRANKLIN,

MDCCXLIV.

Title page of the book Franklin is said to have regarded as the best specimen of his book printing. Original in the possession of the Curtis Publishing Company, Philadelphia. Size $3\frac{5}{8}$" x $6\frac{5}{8}$".

	Page
Idra Mater	95
Iſocrates	28 54
Junius Brutus	138
Laertes	109
Lælius *and* Scipio	10 12
Lepidus Æmilius	120
Livius Andronicus	103
Livy's *2d Decad*	26
Lucius Flaminius	86
Mancinus Caius	85
Marcellus M. Cl.	144 146
Maſiniſſa	39 71
Metellus C.	64 119
Milo *of* Croton	59
Mitio *and* Demea	124
Mother of the Gods	95
Nævius Cneius	41 102
Numantia	85
Old Age its Commencement	118
Paulus Æmilius	32
Plato	47 50
Plato's Phædon	150
Plautus M. Accius	103
Piſiſtratus *the Tyrant*	133 135
Pontifex Maximus	65
Pontius *the Centurion*	70
Pontius *the Samnite*	82
Poſthumius Spurius	83
Prætor's Office	23
Pyrrhus	24 33 88
Pythagoras	46
Quæſtor's Office	22
Regulus M. Atil.	139
Romans who, to ſave their Country, expoſed themſelves to a certain Death	146 147
Roman Funerals	27
Roſtra	69
Salinator	19
Samnites	82
Scipio *and* Lælius	10 12
Scipio's *2 Brothers*	128
Scipio Cn. & P. Corn.	63 144
Scipio Naſica	40 97
Scriptures	20
Sextus Æmilius	61
Simonides	45
Socrates	47 51
Solon	57 133
Sophocles	43 55
Sophoniſba	74
Statius Cæcilius	55
Steſichorus	45 46
Stoics	51
Strength of Sides	30
Suaſor legis	23
Superſtition of the Romans	26
Sybaris	60
Syphax	71
Tarentum	24
Tarteſſus	129
Themiſtocles	42
Theophraſtus	55
Terence's Adelphi	124
Terentius C. Varro	145
Tithonus	9
Titus P. Atticus	1
----- Q. Flaminius	3 4
----- Coruncanius	34 35
Troubles of Rome	5
Turpio Ambivius	100
Valerius Corvinus	117
Voconian *Law*	31
Xanthippus	140
Xenophon's Sympoſium	98
Zeno	48 51

THE

Index page from the "Cato Major."

THE
CATO MAJOR
Of *M. Tullius Cicero*,
OR
His DISCOURSE of
O L D - A G E,
ADDRESSED TO
(1) Titus Pomponius Atticus.

CHAP. I.

SAY, Titus, *if ſome ſovereign*
Balm I find
To ſooth your Cares, and calm
your ruffled Mind,
Shan't I deſerve a Fee?

A For

NOTES.

(1) *Titus Pomponius Atticus*, to whom this Diſcourſe is addreſs'd, was of an ancient Family of *Rome*, of the Equeſtrian Order, the ſecond in Dignity amongſt the *Romans*. Of all *Cicero*'s Friends He appears to have been

First reading page of "The Cato Major."

found ſo in his Underſtanding. I am now on the ſeventh Book of my *Origines*, (59) wherein I am collecting all the Monuments of Antiquity of every kind. I am alſo making out thoſe Orations, that I formerly delivered in pleading the ſeveral Cauſes I defended. I am further treating of the Civil Law, and of that of the Augurs and Pontiffs. I read much Greek; and, agreeable to the Pythagorean Precept, the better to exerciſe my Memory, I recollect at Night what I have heard, ſaid or done in the Day. Theſe are the Methods I purſue to keep my Mind employed; and while with a conſtant and aſſiduous Application I continue theſe Exerciſes, I cannot ſay I am ſenſible of any Want of Strength. I am ſtill able to ſerve my Friends; I come duly to the Senate, and there propoſe ſuch Matters of Weight, as I have

(59) *Cato*'s *Origines* was a Work much eſteemed by the Romans, but is loſt to us. *C. Nepos* informs us, that its firſt Book contained the Actions of the People of *Rome*, (probably to the Time of the firſt Punic or Carthaginian War) the 2d and 3d gave the Origin or firſt Riſe of all the Cities of *Italy*; the 4th was the Hiſtory of the firſt Punic War; the 5th gave the ſecond, which was in his own Time; in the following he related the other

Facing pages showing type arrangement of "The Cato Major."

have long pondered and digeſted; and I ſupport what I propoſe with Arguments, to which bodily Strength can contribute nothing. And if for want of a competent Share of that Strength, I ſhould be rendered uncapable of all this; yet I could pleaſe myſelf, even on my Couch, with running them over in my Thoughts. And whoever will purſue the ſame Methods, and practiſe thus, will ſcarce be ſenſible of the Advances of Old-Age, but gradually ſliding on, and inſenſibly decaying, without any ſudden Changes, will at laſt drop like ripe Fruit, or go off like an expiring Light.

CHAP. XII.

THE third Charge againſt Old-Age was, That it is (they ſay) inſenſible to Pleaſure, and the Enjoyments ariſing from the Gratifications of the Senſes. And a moſt bleſſed and heavenly Effect it truly is, if it eaſes of what in Youth was the foreſt

other Wars, till the Conqueſt of *Luſitania*, now *Portugal*; which I judge to have been the Conqueſt mention'd by *Livy*, *lib.* 41. *c.* 14. for which *L. Poſthumius* triumphed about 20 Years before this Diſcourſe; for I find *Sergius Galba*, whom *Nepos* names, no-where mention'd in relation to theſe Wars.

errors into matters of general interest, as will be noted by the following statement from Poor Richard:

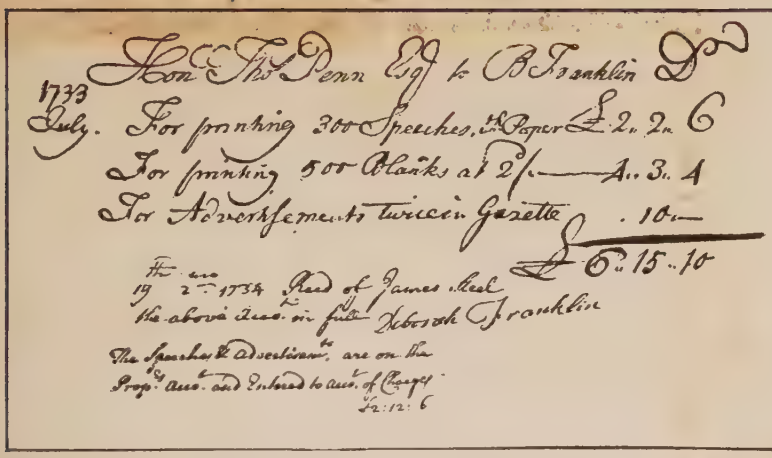
"In my laſt, a few faults eſcap'd; ſome belong to the Author, but moſt to the Printer: Let each take his ſhare of the Blame, confeſs and amend for the future. . . . Printers indeed ſhould be very careful how they omit a Figure or Letter; For by ſuch Means Sometimes a terrible Alteration is Made in the Senſe. I have heard, that once, in a new edition of the 'Common Prayer,' the following Sentence, 'We ſhall all be chang'd in a Moment, in the Twinkling of an Eye,' by the Omiſſion of a ſingle Letter, became, 'We ſhall all be hang'd in a Moment, &c,' to the no ſmall Surprize of the firſt Congregation it was read to."

In connection with the publishing enterprise was conducted a stationery store, as may be noted from the following advertisement from the "Gazette":

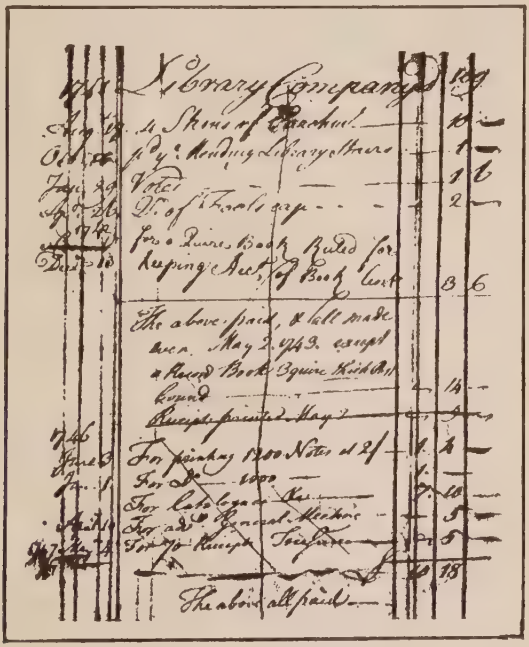
JUST import'd from London and to be ſold by B. Franklin, at the Poſt-Office, near the Market in Philadelphia.

All ſorts of fine Paper, Parchment, Ink-powder, Sealing Wax, Wafers, fountain Pens, Ink and Sand Glaſſes with Braſs Heads, Pounce, and Pounce Boxes, Curious, large Ivory Books and Common ditto, large and ſmall ſlates, Gunters Scales, Dividers, Protactors, Pocket Compaſſes, both large and ſmall, fine Pewter Stands proper for Offices and Counting Houſes, fine Mezzotinto and grav'd Pictures of Mr. Whitefield.

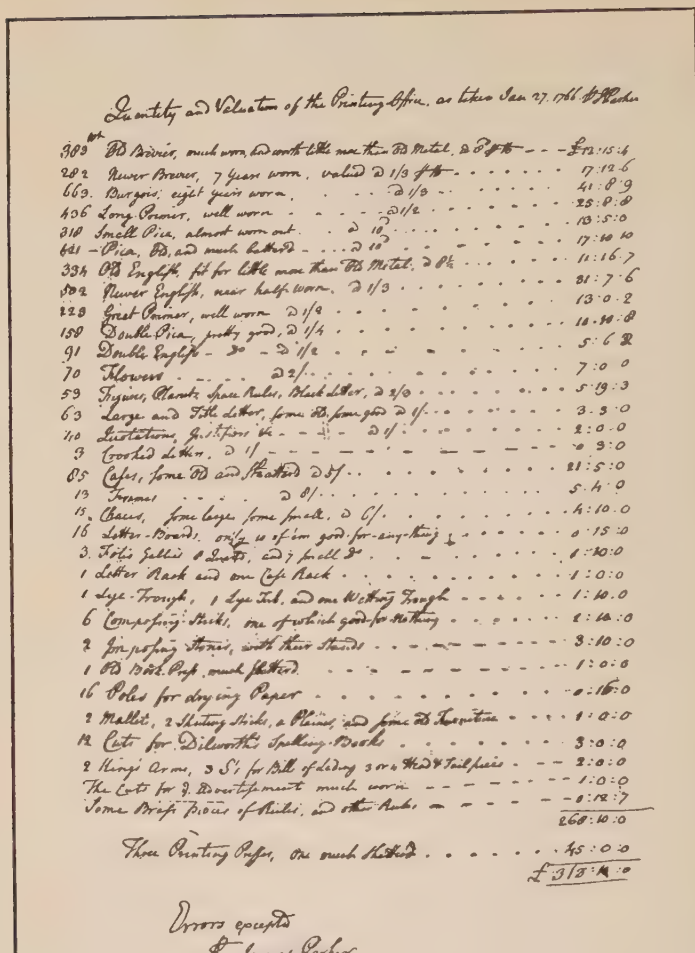
Where may be had great Variety of Bibles, Teſtaments, Pſalters, Spelling Books, Primers, Hornbooks, and other ſorts of ſtationery ware.


Hon.r Tho.s Penn Esq.r to B. Franklin Dr.
1733
July. For printing 300 Speeches, & Paper £2. 2. 6
For printing 500 Blanks at 2/. — 1. 3. 4
For Advertisements twice in Gazette . 10. —
£6. 15. 10
Rec.d 19 Aug.t 1734 Read of James Steel
the above Sum in full Deborah Franklin
The Speeches & Advertisem.ts are on the
Prop.s Acco.t and Entered to Acco.t of Chargf
£2:12: 6

Bill for printing rendered to Thomas Penn by Franklin, receipted by Mrs. Franklin. Original in the possession of the Curtis Publishing Company, Philadelphia.


Library Company
1743 Aug.t 12 To Shares of Catechism 15 —
Oct.r 22 p.d for Binding Library Stores 1 —
Jan.y 29 Votes 1 6
Apr.l 24 D.o of Treaty &c 2 —
1744 Dec.r 10 For a Press Book Ruled for keeping Acc.ts of Book Cash 8 6
The above paid, & all made Acco.t May 2. 1743. except a Ream Book Esquire Kidd Ac.t Expend 14 —
Receipts printed May 2 2
1746 June 3 For printing 1000 Notes at 2/ 1 —
For D.o 1000 1 —
For Catalogues &c 10 —
For 2d D.o Frontal Heading 5 —
For 7th Receipt Frontispiece 5 —
1747 Aug.t 15 The above all paid 18

Bill for printing rendered to the Library Company by Franklin. Original in the possession of the American Philosophical Society, Philadelphia.



Inventory and Valuation of the Printing Office, as taken Jan 27. 1766 by Parker

389 lbs	Bs Brevier, much worn, but worth little more than Bs Metal, @ 5d ½	£12:15:4
282	Newer Brevier, 7 years worn, valued @ 1/3 ℔	17:12:6
663	Burgois, eight years worn, @ 1/3	41:8:9
406	Long Primer, well worn, @ 1/2	25:0:8
310	Small Pica, almost worn out, @ 10	13:5:0
681	Pica, Bs, and much battered, @ 10	17:10:10
334	Bs English, fit for little more than Bs Metal, @ 6½	10:16:7
502	Newer English, near half worn, @ 1/3	31:7:6
228	Great Primer, well worn, @ 1/3	13:0:2
158	Double Pica, pretty good, @ 1/4	10:10:8
91	Double English, do @ 1/2	5:6:2
70	Flowers, @ 2/	7:0:0
59	Figures, Clarets, Space Rules, Black Letter, @ 2/3	5:19:3
63	Large and Title Letter, some Bs some good @ 1/	3:3:0
40	Quotations, Quadrats &c, @ 1/	2:0:0
3	Cooked Letter, @ 1/	0:3:0
85	Cases, some Bs and Shattered @ 5/	21:5:0
13	Frames, @ 8/	5:4:0
15	Chases, some large some small, @ 6/	4:10:0
16	Letter-Boards, only 4 of em good for anything	0:15:0
3	Folio Galleys & Brass, and 7 small do	1:10:0
1	Letter Rack and one Case Rack	1:0:0
1	Lye-Brush, 1 Lye Tub, and one Wetting Brush	1:10:0
6	Composing Sticks, one of which good for Nothing	1:10:0
2	Composing Stones, with their Standes	3:10:0
1	Bs Book Press, much shattered	1:0:0
16	Poles for drying Paper	0:16:0
2	Mallets, 2 Shooting Sticks, a Planes, and some Bs Furniture	1:0:0
12	Cuts for Dilworth's Spelling Books	3:0:0
2	Rings Arms, 3 S for Bill of Lading 3 or 4 Head & Tail pieces	2:0:0
	The Cuts for Advertisement much worn	1:0:0
	Some Brass Rules of Rules, and other Rules	0:12:7
		260:10:0
	Three Printing Presses, one much shattered	45:0:0
		£305:10:0

Errors excepted
per James Parker.

Inventory by James Parker of the printing outfit owned by Franklin and Hall, made at the time of the dissolution of the partnership. Parker's comments are interesting. Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J.

QUANTITY AND VALUATION OF THE PRINTING OFFICE, AS TAKEN JAN. 27, 1766, PER J. PARKER

LBS.					
383	Old Brevier, much worn, and worth little more than old metal, @ 8d. per lb.	L.	12	15	4
282	Newer Brevier, 7 years worn, valued @ ⅓ per lb.		17	12	6
663	Burgois, eight years worn, @ ⅛		41	8	9
436	Long Primer, well worn @ ⅛		25	8	8
318	Small Pica, almoſt worn out @ 10d.		13	5	0
421	Pica, Old, and much batter'd @ 10d.		17	10	10
334	Old Engliſh, fit for little more than old metal @ 8¼		11	16	7
502	Newer Engliſh, nearly half-worn, @ ⅜		31	7	6
223	Great Primer, well worn @ ½		13	0	2
158	Double Pica, pretty good, @ ¼		10	10	8
91	Double English Do. @ ½		5	6	2
70	Flowers @ 2		7	0	0
53	Figures, Planets, Space Rules, Black Letter, @ ⅜		5	19	3
63	Large and Title Letter, ſome old, ſome good, @ 1		3	3	0
40	Quotations, Juſtifiers, etc., @ 1		2	0	0
3	Crooked Letters, @ 1		0	3	0
85	Caſes, ſome, old and ſhatter'd @ 5		21	5	5
13	Frames @ 8		5	4	0
15	Chaſes, ſome large, ſome ſmall, @ 6		4	10	0
16	Letter-Boards, only 10 of 'em good-for-any-thing		0	15	0
3	Folio Gallies, 8 Quarto, and 7 ſmall Do.		1	10	0
1	Letter Rack and one Caſe Rack		1	0	0
1	Lye-Trough, 1 Lye Tub, and one Wetting Trough		1	10	0
6	Compoſing Sticks, one of which good-for-nothing		1	10	0
2	Impoſing Stones, with their Stands		3	10	0
1	Old Book-Preſs much ſhatter'd		1	0	0
16	Poles for drying Paper		0	16	0
2	Mallets, 2 Shuting Sticks, a Plainer, and ſome old Furniture		1	0	0
12	Cuts for Dilworth's Spelling Books		3	0	0
2	King's Arms, 3 S's for Bill of Lading, 3 or 4 Head & Tail Pieces		2	0	0
	The Cuts for 9 advertiſements much worn		1	0	0
	Some Braſs pieces of Rules, and other Rules		0	12	7
			268	10	0
	Three Printing Preſſes, one much ſhattered		45	0	0
		L.	313	10	0

Errors excepted
Per JAMES PARKER

Parker's inventory set in type.

The foregoing advertisement, which was published in 1742, is notable because it contains the earliest known reference to fountain pens. They were not of course made as are those of the present, the process of galvanizing rubber not having been discovered until nearly a century later.

Contrasting strangely, according to the modern viewpoint, with the last paragraph of the foregoing advertisement is the following:

> TWO likely young Negroes, one a lad about 19: The other a Girl of 15, to be ſold. Inquire of the Printer.

These advertisements appeared frequently, evidently according to the space at the publisher's disposal, as did the following three, which evidence the wide range of his operations:

> VERY GOOD SACK at 6s. per Gallon. Inquire of the Printer hereof.

> VERY good coffee ſold by the Printer hereof.

> READY *Money for old Rags may be had of the Printer hereof; by whom is made & Sold very good Lampblack.*

CHAP. X.

The Pennsylvania Gazette.

WHEN Franklin established himself as a printer there was but one newspaper in Philadelphia, the "American Weekly Mercury," founded by Andrew Bradford in 1719 and issued continuously by him thereafter. Franklin said of it in the "Autobiography": "The then only newspaper . . . was a paltry thing, wretchedly managed, no way entertaining, and yet was profitable. I therefore freely thought a good paper would ſcarcely fail of good encouragement."

On two occasions Franklin found himself the victim of misplaced confidence, each time in connection with a publishing venture and each time through betrayal by a man who pronounced his name Webb. The first instance is given in the previous chapter. The second relates to this second newspaper which he proposed to establish.

On a certain day in 1728 there appeared in his office one George Webb, a journeyman printer from England, who had been bound to Keimer but who had purchased the remainder of his time from his master and employer. To him Franklin confided his plan and Webb immediately went to Keimer with the information. Keimer "clutched at the idea," hurriedly made arrangements to forestall his rival in issuing a new news-

VOLUME I.

The Universal Instructor in all Arts and Sciences: AND Pennsylvania Gazette.

To be continued Weekly. *Decemb.* 24. 1728.

A

AS he that intends to erect a noble and magnificent Structure, is oblig'd to make Use of the meanest and most contemptible Materials, in Order to begin, carry on, and perfect his Undertaking; so no Person whatever can make any true Judgment what Sort of Building it will be, by only beholding the preparing of the Mortar, the digging of the Stones, the squaring the Marble, or the mixing of the Colours.

The same may justly be observ'd of our *Universal Instructor*; for as Great Things are compounded of Smalls, we think it necessary, in Order to furnish out Paper with proper Materials deserving that Character, to introduce it with an Exposition on the Letter A, the first in the Alphabet; and as *Letters* were before *Words*, and *Words* only serve as so many Messengers to declare the Nature and Property of *Things*, it cannot be thought impertinent to begin at the lowest End first, and advance by Degrees, to the highest Pitch of Knowledge we aim to arrive at. But to proceed,

The Grammarians will needs have *A* to be the first Letter in all Languages; and some of 'em assign a natural Reason for it, viz. That it is the most simple, and easiest to be pronounc'd of all articulate Sounds. To confirm this, *Julius Scaliger*, a famous Author, observes, that *A* is the first Sound Nature puts forth at the crying and smiling of Infants; and that it needs no other Motion to form it, but a bare opening of the Lips.

Covarruvias, refining on this Sentiment of *Scaliger*, obtrudes very gravely, that the first Sound put forth by Boys, is *A*; but that Girls first put forth *E*; each pronouncing the Initial, or first Letter of the Name of the Parent of its respective Sex. Dr. *Littleton*, (setting *Adam* aside) makes the one speak the final, and the other the initial Letter of the Mother of Mankind, *Eva*.

But this we shall leave that Authors compare the *A* of the *English*, *Latin*, *French*, &c. with the *Aleph* of the *Hebrews*, or the *Elph* of the *Arabs*; those two Letters having no Conformity with our *European* A, except in this, that they are the first of their several Alphabets. What makes a greater Difference, is, that those Oriental *A*, Eastern A's are not Vowels.

Some Criticks take the *Hebrew Aleph* to be neither Vowel, nor Consonant, but what the Grammarians call an *Aspirate* or *Paramatick* Letter, [*that is, a Letter pronounc'd with a strong Breath*] like the *H* in the *Latin*, and our Language; adding, that St. *Jerom* appears to have had the same Thought, who probably learnt it from the *Jews* of the School of *Tiberias*. But the Jesuits *de Trevoux* give the Thing another Turn. Those Fathers have proved that the Hebrew *Aleph*, Arabick *Elph*, and Syriack *Olaph*, are real Consonants, and that the same holds of all the other Aspirates.

The *Kabbalists*, a Sort of *Jewish* Rabbies, in their *Cabbala*, [*which is a Mystical Exposition from* Words *and* Letters *in their Law*] pretending to find out abstruse and shrewd Meanings therein, tell us, the *Aleph* and *Beth*, the two first Letters being join'd, make *Ab*, which signifies *Father*, in *Hebrew*, and by transposing 'em and the make *Abba*, which in the *Syriack* and *Chaldee* signifies the same Thing, whereby they would shew they point to God, as Father of all Things. Tho' this Way of Explication has been much corrupted, and consequently condemn'd by many Learned Writers.

Of all the Letters, *A* is observ'd to be that which dumb Persons are soonest taught to pronounce. The Reason is, that it does not depend on the Muscles, or other Organs of the Mouth and Tongue, which are generally wanting in Mutes; but on those of the Throat and Nose, which they commonly have.

This first simplest Sound *A* serves us to express most of the Movements of the Soul. 'Tis so much the Language of Nature, that upon all sudden and extraordinary Occasions, we are necessarily led to it, as the Instrument ready at hand. With this we speak our Admiration, Joy, Anguish, Aversion, Apprehension of Danger, &c. Where the Passion is very strong, we frequently heighten the *A*, by adding an *Aspirate*, Ah.

'Tis observ'd of the *English* Pronunciation, that we speak the *A* with a slenderer and more puny Sound than any of our Neighbours: Ordinarily, 'tis scarce broad enough for a *French* E Neuter, and comes far short of the gross *a* of the *Germans*, which would make our *an*, *at*, &c. of *o*. In some Words however as *talk*, *wall*, *ball*, &c. the *a* is broad, and deep enough. But this, 'tis observ'd, may not be the meer Sound of *a*; but the Effect of the antient Orthography, which, as low as Queen *Elizabeth*, added an *a* to the *a*, and wrote *taulk*, *waulk*, &c.

The *Romans* laid a mighty Stress on their *a*; and distinguish'd exactly, both in Writing and Speaking, when it was long, and when short. To denote it long, they first wrote it double, *Aala* for *Ala*; which being enough, they inserted an *h* between 'em, . . . At length they fell to the common long Accent . . .

A was one of the Numeral Letters among the Antients, and signify'd 500. With a Dash on the Top it, it stood for 5000.

Baronius gives us a Set of ancient Technical Verses, [*that is, Verses treating of Art*, Technical *being a Word from the* Greek, *so signifying*] wherein the Numeral Value of each Letter of the Alphabet is express'd, wherof this is the first,

Possidet A *numeros quingentos, ordine recto*,

which translated into *English* Verse, is,

A by it self, [*as learned* Bar— *confesses*]
Five Hundred Numbers (in right Line) possesses.

But we shall here observe, once for all, that it was not strictly among the Ancients, that this Use of Numeral Letters had Place, as is commonly suppos'd. *Isidore Hispalensis*, an Author of the VIIth Century, affirms it expressly, *Latini autem numeros ad Litteras non computant*; that is, *But the* Latins *do not reckon their Numbers by Letters*. The Usage was really introduc'd in the Days of Barbarism. Monsieur *du Cange*, explaining what that Usage was, at the beginning of each Letter of his Glossary, [*which is a* Dictionary *of obscure, antient and barbarous Words and Phrases of an altered, corrupted or refined Language*] the Generality of Dictionaries

First page of the first issue of Samuel Keimer's weekly newspaper.
Original in the possession of the Historical Society of Pennsylvania.
Size 6 1/16" x 10 3/4".

paper, and soon after, on December 24, 1728, there appeared the first number of Keimer's "The Univerſal Inſtructor in all Arts and Sciences, and Pennſylvania Gazette."

The subscription price was ten shillings a year and advertisements were inserted at three shillings each. A feature was to be the publication of "Chambers' Dictionary of the Arts and Sciences" which had just appeared in London, and which, in the absence of copyright, afforded a simple and easy way of filling the pages of the new paper. In the first number were two columns of the dictionary, an address of the Legislature of New Jersey to the Governor, his reply, two columns of general news paragraphs, and three advertisements, two of which were Keimer's own.

The "Univerſal Instructor" was an improvement, although not very much of an improvement, upon Bradford's "Weekly Mercury." Franklin, in retaliation for what he considered the duplicity of Webb and Keimer, immediately devoted his talents to improving the "Mercury." He contributed a series of papers signed "Buſy-Body," written by himself and his friends of the Junto. These papers created quite a stir in the Colonies and attracted favorable notice and support to the "Mercury." In spite of that fact, however, Keimer succeeded in struggling along to the twenty-sixth number of the "Univerſal Instructor"

without interruption. Then came a delay in publication which was explained by him as follows:

"It certainly muſt be allow'd ſomewhat ſtrange that a Perſon of ſtrict Sincerity, refin'd Juſtice, and univerſal Love to the whole Creation, ſhould for a Series of near twenty Years, be the conſtant But of Slander, as to be three Times ruin'd as a Maſter-Printer, to be Nine Times in Priſon, one of which was Six Years together. . . . Fame, that common Strumpet, who long has been my avowed Enemy, to my Loſs (as I may truly ſay, of ſeveral Thouſand Pounds), has ſo far debauch'd my Enemies, that by their late Attacks I was awak'd when faſt aſleep in Bed, about Eleven at Night, over-tir'd with the Labour of the Day, and taken away from my Dwelling, by a Writ and Summons, it being baſely and confidently given out, that I was that very Night about to run away, tho' there was not the leaſt Colour or Ground for ſuch a vile Report."

Keimer made an arrangement with his creditors that enabled "The Univerſal Inſtructor" to reach the thirty-ninth number, when it succumbed, and whatever good will it possessed was sold for a trifling sum to Franklin and Meredith.

Franklin shortened Keimer's absurd title to the concluding three words, "The Pennſylvania Gazette" and occupied most of the front page of his first number, dated Thursday, September 25, to

Numb XL.

THE Pennſylvania *GAZETTE.*

Containing the freſheſt Advices Foreign and Domeſtick.

From Thurſday, September 25. to Thurſday, October 2. 1729.

THE Pennſylvania Gazette *being now to be carry'd on by other Hands, the Reader may expect ſome Account of the Method we deſign to proceed in.*

Upon a View of Chambers's *great Dictionaries, from whence were taken the Materials of the* Univerſal Inſtructor in all Arts and Sciences, *which uſually made the Firſt Part of this Paper, we find that beſides their containing many Things abſtruſe or inſignificant to us, it will probably be fifty Years before the Whole can be gone thro' in this Manner of Publication. There are likewiſe in thoſe Books continual References from Things under one Letter of the Alphabet to thoſe under another, which relate to the ſame Subject, and are neceſſary to explain and compleat it; theſe taken in their Turn may perhaps be Ten Years diſtant; and ſince it is likely that they who deſire to acquaint themſelves with any particular Art or Science, would gladly have the whole before them in a much leſs Time, we believe our Readers will not think ſuch a Method of communicating Knowledge to be a proper One.*

However, tho' we do not intend to continue the Publication of thoſe Dictionaries in a regular Alphabetical Method, as has hitherto been done; yet as ſeveral Things exhibited from them in the Courſe of theſe Papers, have been entertaining to ſuch of the Curious, who never had and cannot have the Advantage of good Libraries; and as there are many Things ſtill behind, which being in this Manner made generally known, may perhaps become of conſiderable Uſe, by giving ſuch Hints to the excellent natural Genius's of our Country, as may contribute either to the Improvement of our preſent Manufactures, or towards the Invention of new Ones; we propoſe from Time to Time to communicate ſuch particular Parts as appear to be of the moſt general Conſequence.

As to the Religious Courtſhip, *Part of which has been retal'd to the Publick in theſe Papers, the Reader may be inform'd, that the whole Book will probably in a little Time be printed and bound up by it ſelf; and thoſe who approve of it, will doubtleſs be better pleas'd to have it entire, than in this broken interrupted Manner.*

There are many who have long deſired to ſee a good News-Paper in Pennſylvania, *and we hope thoſe Gentlemen who are able, will contribute towards the making This ſuch. We ask Aſſiſtance, becauſe we are fully ſenſible, that to publiſh a good News-Paper is not ſo eaſy an Undertaking as many People imagine it to be. The Author of a* Gazette *(in the Opinion of the Learned) ought to be qualified with an extenſive Acquaintance with Languages, a great Eaſineſs and Command of Writing and Relating Things cleanly and intelligibly, and in few Words; he ſhould be able to ſpeak of War both by Land and Sea; be well acquainted with Geography, with the Hiſtory of the Time, with the ſeveral Intereſts of Princes, and States, the Secrets of Courts, and the Manners and Cuſtoms of all Nations. Men thus accompliſh'd are very rare in this remote Part of the World; and it would be well if the Writer of theſe Papers could make up among his Friends what is wanting in himſelf.*

Upon the Whole, we may aſſure the Publick, that as far as the Encouragement we meet with will enable us, no Care and Pains ſhall be omitted, that may make the Pennſylvania Gazette *as agreeable and uſeful an Entertainment as the Nature of the Thing will allow.*

The Following is the laſt Meſſage ſent by his Excellency Governour *Burnet*, to the Houſe of Repreſentatives in *Boſton*.

Gentlemen of the Houſe of Repreſentatives,

IT is not with ſo vain a Hope as to convince you, that I take the Trouble to anſwer your Meſſages, but, if poſſible, to open the Eyes of the deluded People whom you repreſent, and whom you are at ſo much Pains to keep in Ignorance of the true State of their Affairs. I need not go further for an undeniable Proof of this Endeavour to blind them, than your ordering the Letter of Meſſieurs *Willis* and *Belcher* of the 7th of *June* laſt to your Speaker to be publiſhed. This Letter is ſaid (in *Page* 1 of your Votes) *to incloſe a Copy of the Report of the Lords of the Committee of His Majeſty's Privy Council, with his Majeſty's Approbation and Order thereon in Council*. Yet theſe Gentlemen had at the ſame time the unparallell'd Preſumption to write to the Speaker in this Manner; *You'll obſerve by the Concluſion, what is propoſed to be the Conſequence of your not complying with His Majeſty's Inſtruction.* The whole Matter to be laid

First page of first number of the "Gazette" published by Franklin. Original in the Ridgway Branch of the Philadelphia Public Library. Size 6¾" x 10¼".

Thursday, October 2, 1729, with an announcement to its subscribers, the number being ninety. Two weeks later appeared another announcement, in part as follows:

"The Publiſhers of this Paper meeting with conſiderable Encouragement, are determined to continue it. . . . From this time forward, inſtead of publiſhing a Whole Sheet once a week, as the firſt undertaker engag'd to do in his Propoſals, we ſhall publiſh a Half Sheet twice a Week, which amounts to the ſame Thing."

Less than two months later, the weekly issues of four pages were resumed, and a larger size of type, corresponding to modern twelve point, as contrasted with the eight point previously used, was adopted. Later, various sizes of types were employed and the issues were dated to cover periods of differing length, occasionally as many as twelve days. In the issue for December 2, 1731, one of the four pages was blank.

Keimer during his proprietorship of the "Gazette" occasionally but not often published enough advertisements to fill a page. Franklin increased the advertising patronage and within a year after he took over the paper some of its issues contained paid announcements occupying nearly two of the four pages.

The type page of "The Univerſal Inſtructor" measured $6\frac{7}{16}$ x $10\frac{3}{4}$ inches. Franklin changed the

size to $6\frac{3}{8}$ x $10\frac{7}{8}$ inches for all but the fourth page, which was slightly longer. From October 4, 1739, to January 27, 1743, inclusive, the size was reduced, without explanation, to $6\frac{1}{2}$ x 9 inches. Then it was increased to $7\frac{1}{4}$ x 11 inches, a size larger than the first, with three instead of two columns to the page. There were occasional "postscripts" of a single leaf, which after 1744 were called "supplements."

Editorially the "Gazette" was of uncommon brightness. Its pages were illuminated with the quiet humor to be found in all of Franklin's writings, although with regret it must be noted that occasionally the humor was characterized by a grossness that can be excused only on the ground that it was characteristic of the times. His contributions took the form of letters addressed to himself as "The Printer of the Gazette," usually published in one number and answered in a later number. When the "Gazette" paid its respects to its contemporary, the jibes were commonly veiled in an indirection that made their hits all the more telling, as witness this one, supposed to be a letter from a reader:

"To the Printer of the 'Gazette':

"As you ſometimes take upon you to correct the Publick, you ought in your Turn patiently to receive publick Correction. My Quarrel againſt you is, your Practice of Publiſhing under the Notion of

News, old Transactions which I hope we have forgot."

And the writer, who signed himself "Memory," gave instances of "news" four years or more old published in Nos. 669 and 670 of the paper.

Franklin replied:

"I need not ſay more in Vindication of myſelf in this Charge, than that the Letter is evidently wrong direct'd, and ſhould have been to the publiſher of the 'Mercury': Inaſmuch as the Number of my Paper is not yet amounted to 669, nor are thoſe old articles anywhere to be found in the 'Gazette,' but in the 'Mercury' of the last two weeks."

Although fond of taking a thrust at the opposition and permitting itself to be the vehicle of occasional coarsenesses, the "Gazette" was free from scandal. Franklin justly made this claim for it in a letter with which he preceded the reprinting of an article on "Libel" from the London "Spectator," as follows:

"Mr. Franklin:

"Tho' your Newſ-paper is ſometimes as empty as thoſe of others, yet I think you have for the moſt part (tho' you were once in one particular a ſad Offender) had the modeſty to keep it pretty clear of *Scandal*, a ſubject that others delight to wallow in."

Franklin had definite opinions on the printing of scandal and libel. In the "Autobiography" he says:

"In the conduct of my newſpaper, I carefully exclud'd all libelling and perſonal Abuſe, which is of late Years become so diſgraceful to our Country. Whenever I was ſolicit'd to inſert any thing of that kind, and the Writers plead'd, as they generally did, the Liberty of the preſs, and that a Newſpaper was like a Stagecoach, in which any one who would pay had a right to a Place, my Anſwer was, that I would print the piece ſeparately if deſir'd, and the Author might have as many Copies as he pleaſ'd to diſtribute himſelf, but that I would not take upon me to ſpread his detraction; and that, having contract'd with my Subſcribers to furniſh them with what might be either uſeful or entertaining, I could not fill their Papers with private Altercation, in which they had no Concern, without doing them manifeſt Injuſtice."

Near the close of his career he wrote an essay entitled "The Court of the Press." It "could receive and promulgate Accuſations of all kinds"; it was "in favor of about one Citizen in five hundred" and was not to be "governed by any of the Rules of common Courts of Law." One paragraph reads:

"My Propoſal then is to leave the Liberty of the Preſs untouch'd, to be exerciſ'd in its full Extent, Force, and Vigor; but to permit the Liberty of the Cudgel to go with it *pari paſſu*. Thus, my fellow-citizens, if an impudent Writer attacks your Reputation, dearer to you perhaps than your life, and puts his Name to the Charge, you may go to him as openly and break his Head. If he conceals himſelf behind the Printer,

Showing style and arrangement of the advertisements in the "Pennsylvania Gazette," 1744. Original in the Ridgway Branch of the Philadelphia Public Library.

Just arrived from LONDON,

For the ENTERTAINMENT of the CURIOUS and OTHERS,

And is now to be SEEN, by Six or more, in a large commodious ROOM, at the House of Mr. *Vidal*, in Second-Street;

The Solar or Camera Obscura MICROSCOPE,

INVENTED by the Ingenious Dr. LIBERKHUN.

IT is the most Entertaining of any Microscope whatsoever, and magnifies Objects to a most surprising Degree. The Animalcules in several Sorts of Fluids, with many other living and dead Objects, too tedious to mention, will be shewn most incredibly magnified, at the same Time distinct; also the Circulation of the Blood in a Frog's Foot, a Fish's Tail, also in a Flea and Louse, where you discover the Pulse of the Heart, the moving of the Bowels, the Veins and Arteries, and many small Insects, that one Thousand of them will not exceed the Bigness of a Grain of Sand, with their Young in them; Eels in Paste, which have given a general Satisfaction to all that ever saw them. This Curiosity was never shewn by any Person that ever travelled. Price *Eighteen Pence*.

Each Seed includes a Plant, that Plant, again
Has other Seeds, which other Plants contain:
Those other Plants bears all their Seeds, and those,
More Plants again, successively inclose.
Thus, every Single Berry that we find
Has, really, in itself, whole Forests of its kind.
Empire and Wealth one Acorn may dispense
By Fleets to sail a Thousand Ages hence.

Each Myrtle Seed includes a Thousand Groves,
Where future Bards may warble for the their Loves:
So Adam's Loins contain'd his large Posterity,
All People that have been, and all that e'er shall be.
Amazing Thought! what Mortal can conceive
Such wond'rous Smallness!—yet, we must believe
What Reason tells: for Reason's piercing Eye
Discerns those Truths our Senses can't descry.

Note, *The* MICROSCOPE *may be seen at Gentlemens Houses, giving half an Hour's Notice, the same permitting only from Ten in the Morning to Four in the Afternoon, in my Room.*

THE unparallel'd MUSICAL CLOCK, made by that great Master of Machinery DAVID LOCKWOOD: This great Curiosity performs by Springs only; it is a Machine incomparable in its Kind; it excels all others in the Beauty of its Structure; is most Entertaining in its Musick, and plays the choicest Airs from the most celebrated Operas, with the greatest Nicety and Exactness: It performs with beautiful Graces, ingeniously and variously intermix'd, the French Horn Pieces, perform'd upon the Organ, German, and Common Flute, Flageolet, &c. as Sonata's, Concerto's, Marches, Minuets, Jiggs, and Scot Airs, compos'd by Corelli, Asperoni, Mr. Handel, and other great and eminent Masters of Musick: Price *Eighteen Pence*.

This beautiful Curiosity has been shewn twice before the KING, in his Royal Palace at St. James's, where His Majesty was pleas'd to make an Observation on the Excellence of its Beauty, and declar'd, He thought it the Wonder of this Age. It is allowed by all who have seen it, to be more worthy to adorn a King's Palace than of being expos'd for a common Sight.

N. B. This surprising Piece of Machinery has given such general Satisfaction to the Lovers of Art and Ingenuity, that the Nobility are continually commanding it to their Seats to satisfy their Curiosity; and is to be SOLD by the Owner EDMUND RISING.

The Inside of this Machine may be view'd by Gentlemen and Ladies, and is to be seen from Eight in the Morning till Eight at Night.

For the Evening Diversion,

THE Clock and Camera Obscura, with the Battle of Dettingen, and several Italian Landskips, representing Armies, both Horse and Foot, going through their Exercise at the Word of Command; Likewise Views of Ships fighting at Sea, with the Fish playing above Water, and Variety of Country Dances by Figures, six or eight Foot high, perform'd in a beautiful Manner by the Camera Obscura. This Curiosity is esteem'd one of the best Pieces of Painting of the Kind that ever was brought from *Italy*.

First Seat *Two Shillings*, Second Dito *One Shilling*: To begin at Seven a Clock.

Broadside advertising the wonderful new microscope. Bound in the volume of the "Pennsylvania Gazette" for 1744 in the Ridgway Branch of the Philadelphia Public Library

and you can nevertheleſs diſcover who he is, you may in like Manner way-lay him in the night, attack him behind, and give him a good drubbing. Thus far goes my Project as to private Reſentment and Retribution. But if the publick ſhould ever happen to be affront'd, as it ought to be, with the conduct of such Writers, I would not adviſe proceeding immediately to theſe Extremities, but that we ſhould in Moderation content ourſelves with tarring and feathering, and toſſing them in a Blanket."

Some of the news items afford a striking contrast to those of the present day, as witness this one from the issue of February 29, 1732, which, while more than commonly startling, is not entirely unrepresentative.

"From the South-Carolina Gazette":

"One Day laſt week, Mr. Charles Jones, purſuing a Runaway Negro who had robb'd him; he came up with the Negro, who reſiſted and fought him; and he ſtruck the Lock of his Muſket into the Negro's Scull, and kill'd him. He went and told a Juſtice what he had done, who order'd him to cut his Head off, fix it on a Pole, and ſet it up in a Croſs-Road; which was done accordingly near Aſhley Ferry."

The advertisements in the "Gazette" related to runaway servants, horses strayed or stolen, real estate, "very good live-geese feathers," &c. for sale. In the issue of the "Gazette" of May 30, 1734, appeared the first advertising cut, not, however, the first used in colonial newspapers, the "Mercury" having used them for some months previously.

Many of the advertisements have a curious sound as viewed by modern standards:

SIX or Seven Months ago, was lent by David Evans, a barbicuing Iron, which he deſires may be return'd, he having forgot to whom he lent it.

ALL persons who are indebted to Henry Flower late Poſtmaster of Pennſylvania, for Poſtage of Letters or otherwiſe, are deſir'd to pay the ſame to him at the old Coffee-Houſe in Philadelphia.

BETWEEN the ſecond and third Sundays in June paſt, there was ſtolen three Bibles out of the Baptiſt Meeting-Houſe. . . . Whoever gives Notice of the ſaid Bibles, and ſecures them so that they may be had again, ſhall have Fifteen Shillings Reward.

To Be Sold

A LIKELY young breeding Negro Woman fit for Town or Country Buſineſs, has had the Small Pox; as alſo a Mill for grinding Malt, and a ſcreen for cleaning of Malt or any other grain; inquire of John Danby in Third Street, and Know the Price; they will be sold very reaſonable for ready Money.

Counterfeiting seems not to have been a difficult art two hundred years ago if we are to judge by the following advertisement of the government of the Province of New Jersey:

"Burlington, June 19, 1734.

"THIS is to give Publick Notice, that ſome fraudulent Jerſey Bills have been lately

utter'd at Burlington, and to caution all Persons that they may not be impoſ'd upon by them. They may be plainly diſtinguiſh'd from the true ones by theſe Marks; viz. The Coat of Arms, and the firſt Word, This, are ſtamped with red Ink, whereas in the true Bills they are done with black Ink: The Frauds are much foil'd and paſted on the Back and the Signers Names ſuppoſ'd to be artfully taken from ſome ſmall Bill, and paſt'd to the Fraud: and ſeveral other ſmall Patches artfully paſt'd, to make them look like the true ones.

The following advertisement has a flavor that is almost modern:

DR. BATEMAN'S Pectoral Drops, which are given with ſuch great Succeſs, in all Fluxes, Spitting of Blood, Conſumption, Small-Pox, Meaſles, Colds, Coughs, and Pains in the Limbs or Joints; they cure Agues, and the moſt violent Fever in the World, if taken in Time, and give preſent Eaſe in the moſt racking Torment of the Gout; the ſame in all ſorts of Cholicks; they cure the Rheumatiſm, and what is wonderful in all ſorts of Pains (be they ever ſo violent) they give Eaſe in a few minutes after taken; they eaſe After Pains, prevent Miſcarriages, and are wonderful in the Stone and Gravel in the Kidneys, Bladders and Ureters; bringing away Slime, Gravel, and oftentimes Stones of a great bigneſs, and are the beſt of Medicines for all Stoppages or Pains in the Stomach, Shortneſs of Breath, and Straitneſs of the Breaſt, re-enkindling the almoſt extinguiſh'd natural Heat in diſeaſ'd Bodies, by which Means they reſtore the languiſhing to perfect Health. Their manner of working is by moderate Sweat and Urine. For Children's Diſtempers no medicine yet diſcovered can compare with it: For it cures the Gripes in their Stomach

and Bowels. It cauſes weak and forward Children to take their natural Reſt. It is taken with great Succeſs in the Rickets, and in a Word, it hath reſtored Hundreds of poor Infants to their Strength and livelineſs that have been reduc'd to meer ſkeletons. Sold by Miles Strickland in Market-Street, Philadelphia, price 4s. a bottle with Directions.

At the time Franklin became a publisher it was the custom for newspapers to be sent through the mails post free, but the postmaster had the option of denying the privilege to such as he chose, and usually he denied it to all but his own. The successful newspapers in Boston and Philadelphia were conducted by the postmasters. This was an injustice to other publishers and was keenly felt by Franklin in his efforts to extend the circulation of the "Gazette." His only feasible way to secure out-of-town distribution was to bribe the postriders to carry his newspapers in addition to the postmaster's own. When he was appointed postmaster he opened the mails to all newspapers on terms equal to those he prescribed for himself. When he became Deputy Postmaster General for the Colonies, in 1758, he withdrew the privilege of free distribution and established a charge of nine pence a year for each fifty miles of carriage. He was the first postmaster to advertise unclaimed letters.

CHAP. XI.

Poor Richard's Almanack.

ALTHOUGH the encyclopædias are authority for the statement that William Bradford in 1685 issued the first American almanac, the fact is that Stephen Daye printed an almanac in Cambridge almost fifty years before. One of the first issues from Daye's press was an almanac printed in 1639 for that year, which began with March and not with January. Almanacs were also issued by other Cambridge printers prior to Bradford's.

William Bradford issued the first almanac published in Philadelphia and it was also the first product of his press. Its title was "Kalendarium Pennſilvanienſe, or, America's Meſſinger. Being an Almanack For the Year of Grace, 1686."

Hildeburn says: "It consists of twenty unpaged leaves. The reverse of the title which, in the copy at the Historical Society of Pennsylvania, measures 6 by $3\frac{7}{8}$ inches, the type occupying $5\frac{7}{16}$ by $2\frac{7}{8}$ inches, and half of the succeeding page is filled by Atkins' address 'To the Reader,' which is followed by Bradford's: 'The Printer to the Readers.' The latter was as follows:

"Hereby underſtand that after great Charge and Trouble I have brought that great Art and Myſtery of Printing into this part of America believing it may be of great ſervice to you in ſeveral reſpects,

Kalendarium Pennſilvanienſe,

OR,

America's Meſſinger.

BEING AN

ALMANACK

For the Year of Grace, 1686.

Wherein is contained both the Engliſh & Forreign Account. the Motions of the Planets through the Signs, with the Luminaries, Conjunctions, Aſpects, Eclipſes; the riſing, ſouthing and ſetting of the Moon, with the time when ſhe paſſeth by, or is with the moſt eminent fixed Stars. Sun riſing and ſetting and the time of High-Water at the City of *Philadelphia*, &c.

With Chronologies, and many other Notes, Rules, and Tables, very fitting for every man to know & have; all which is accomodated to the Longitude of the Province of *Pennſilvania*, and Latitude of 40 Degr. north, with a Table of Houſes for the ſame, which may indifferently ſerve *New-England*, *New York*, *Eaſt* & *Weſt Jerſey*, *Maryland*, and moſt parts of *Virginia*.

By *SAMUEL ATKINS*
Student in the Mathamaticks and Aſtrology.

And the Stars in their Courſes fought againſt Seſera, Judg. 5. 19.

Printed and Sold by *William Bradford*, ſold alſo by the Author and *H. Murrey* in *Philadelphia*, and *Philip Richards* in *New-York*; 1685.

First issue of Bradford's Almanac.
Original in the possession of the Historical Society of Pennsylvania.
Size $2\frac{7}{8}''$ x $5\frac{7}{16}''$.

hoping to find Encouragement, not only in this Almanack, but what elſe I ſhall enter upon for the uſe and ſervice of the Inhabitants of these Parts. Some irregularities, there be in this Diary, which I deſire you to paſs by this year; for being lately come hither, my Materials were Miſplaced, and out of order, whereupon I was forced to uſe Figures & Letters of various ſizes, but underſtanding the want of ſomething of this nature, and being importuned thereto, I ventured to make publick this, deſiring you to accept thereof, and by the next, (as I find encouragement) ſhall endeavour to have things compleat. And for the eaſe of Clarks, Scriviners, &c. I propoſe to print Blank Bills, Bonds, Letters of Attourney, Indentures, Warrants, &c. and what elſe preſents itſelf, wherein I ſhall be ready to ſerve you, and remain your Friend.

Philadelphia, the 28th
10th Month, 1685 W. BRADFORD.

When Benjamin Franklin in 1732 decided to issue an almanac for the succeeding year, the business of almanac making was in a thriving state. Says John Bach McMaster in "Benjamin Franklin as a Man of Letters":

"The almanac was the one piece of literature of which the sale was sure. Not a household for a hundred miles around the printer, but if there was sixpence to spare, would have a copy. In remote towns, where money was not to be had, a dozen copies would be bought with potatoes or wheat, and disposed of one by one—at the blacksmith's for a

few nails; at the tavern for rum; at some neighbor's in payment of a trifling debt. Chapmen carried them in their packs to exchange with copper kettles and china bowls, for worsted stockings and knit gloves. They were the diaries, the journals, the account books of the poor. Strung upon a stick and hung beside the chimney-place, they formed an unbroken record of domestic affairs, in many instances for thirty years. On the margins of one since picked up at a paper mill are recorded the interesting cases of a physician's practice, and the names of those who suffered with the smallpox and the flux. Another has become a complete journal of farm life. A third is filled with verses written in imitation of Pope and Young."

Although late in 1732 there were in Philadelphia alone seven established almanacs, the fact did not deter young Franklin from entering the field. The cost of securing the copy for almanacs from the philomaths was between twenty to thirty pounds each year, which, in view of the fact that the salary of the attorney-general was only sixty pounds, was high pay. Franklin proposed to save this expense by furnishing his own copy. Since he was to be the publisher he did not wish to be known also as the author and predictor of events, and he therefore borrowed a title which he found in a London almanac entitled "Apollo Anglicanus" (the English Apollo) issued by "Richard Saunders, Student in the Phyſical and Mathematic Sciences."

1746.

Apollo Anglicanus:

THE

ENGLISH APOLLO:

Assisting

All Persons in the Right Understanding of this YEAR's Revolutions, as also of Things past, present, and to come.

A Twofold *Kalendar*, viz. *Julian* or *English*, and *Gregorian* or *Foreign* Computations, more plain and full than any other; with the Rising and Setting of the Sun, the Nightly Rising and Setting of the Moon, and also her Southing, exactly calculated for every Day.

Of General USE for most MEN.

Being the Second after *Bissextile*, or LEAP-YEAR.

To which is added, the Moon's Application to the Planets: With the Calculations of the Eclipses: Also Rules and Tables for the Measuring of Timber: With many other Things both pleasant, useful, and necessary.

Calculated according to ART, and fitted to the Meridian of *Leicester*, whose Latitude is 52 Degrees, 41 Minutes, exactly fitting all the middle Counties of *England*, and, without sensible Error, the whole Kingdom.

By *RICHARD SAUNDERS*,
Student in the Physical *and* Mathematical *Sciences.*

LONDON: Printed by A. WILDE,
for the Company of STATIONERS, 1746.

The English almanac issued by the original Richard Saunders, upon an early number of which Franklin modeled his "Poor Richard's Almanack." Original in possession of the author. Size $3\frac{1}{4}'' \times 5\frac{3}{4}''$.

The success of "Poor Richard's Almanack" was immense. The first edition was immediately sold out, as was also a second, and before the end of the year a third was printed. Of the Almanack Franklin says: "I reaped conſiderable profit from it, vending annually near ten thouſand."

Poor Richard, although entirely fictitious, became in the minds of the readers of the almanac a very real person. Franklin, as he says, scoured the literature of the ages, and the wisdom thus secured was served up in the homely words of Poor Richard in a way that proved to be very acceptable to the readers. Not only did the sayings pass into the common speech of the people, but the writings of others of that time and the years immediately succeeding abound in quotations from Poor Richard. Indeed, it is true of the present as of the past that probably no other American writer is so frequently quoted as Benjamin Franklin.

Poor Richard in the first number gives as a reason for the publication of the Almanack: "The plain Truth of the Matter is, I am exceſſive poor, and my Wife, good Woman, is I tell her, exceſſive proud; ſhe cannot bear to ſit ſpinning in her Shift of Tow, while I do nothing but gaze at the Stars; and has threaten'd more than once to burn all my Books and Rattling-Traps (as ſhe calls my Inſtruments) if I do not make ſome profitable Uſe of them for the Good of my Family. The Printer has offer'd me

Poor Richard, 1733.

AN

Almanack

For the Year of Chriſt

1733,

Being the Firſt after LEAP YEAR:

And makes ſince the Creation	Years
By the Account of the Eaſtern *Greeks*	7241
By the Latin Church, when ♋ ent ♈	6932
By the Computation of *W. W.*	5742
By the *Roman* Chronology	5682
By the *Jewiſh* Rabbies	5494

Wherein is contained

The Lunations, Eclipſes, Judgment of the Weather, Spring Tides, Planets Motions & mutual Aſpects, Sun and Moon's Riſing and Setting, Length of Days, Time of High Water, Fairs, Courts, and obſervable Days.

Fitted to the Latitude of Forty Degrees, and a Meridian of Five Hours Weſt from *London*, but may without ſenſible Error ſerve all the adjacent Places, even from *Newfoundland* to *South-Carolina*.

By *RICHARD SAUNDERS*, Philom.

PHILADELPHIA:
Printed and ſold by *B. FRANKLIN*, at the New Printing Office near the Market

Title page of the first number of "Poor Richard's Almanack."
Size $3\frac{1}{8}$" x $5\frac{7}{8}$".

some conſiderable share of the Profits, and I have thus begun to comply with my Dame's Deſire."

He gives his readers warning that they must not expect too much of solid stuff: "And be not thou diſturb'd, O great and ſober reader, if, among the many ſerious ſentences in my book, thou findeſt me trifling now and then, and talking idley. In all the Diſhes I have hitherto cooked for thee, there is ſolid Meat enough for thy Money. There are ſcraps from the Table of Wiſdom, that will, if well digeſt'd, yield ſtrong Nouriſhment for the Mind. But ſqueamiſh ſtomachs cannot eat without Pickles; which, it is true, are good for nothing elſe, but they provoke an Appetite. The vain Youth, that reads my Almanack for the ſake of an idle Joke, will, perhaps, meet with a ſerious Reflection that he may the ever after be the better for."

Poor Richard was entertainingly frank about his personal family affairs. In the second number, in congratulating himself upon the success of the Almanack, he announces that his wife has been able to buy a pot of her own, instead of being obliged to borrow one, and that they have got something to put into it. "She has alſo got a pair of Shoes, two new Shifts, and a new warm Petticoat; and for my part I have bought a ſecond-hand Coat, ſo good that I am not now aſhamed to go to Town or be ſeen there. Theſe Things have render'd her tem-

per ſo much more pacifick than it uſ'd to be, that I may ſay I have ſlept more, and more quietly, within this last year, than in the three foregoing years put together."

In a stanza of doggerel in the first number he takes this fling at Bridget:

> She that will eat her Breakfaſt in her Bed,
> And ſpend the Morn in dreſſing of her Head,
> And ſit at Dinner like a maiden Bride,
> And talk of Nothing all Day but of Pride;
> God in his Mercy may do much to ſave her,
> But what a Caſe is he in that ſhall have her.

In the next number of the almanac appears the following stanza by "Mrs. Bridget Saunders, My Dutcheſs, in anſwer to the print'd Verſes of laſt Year":

> He that for the ſake of Drink neglects his Trade,
> And ſpends each Night in Taverns till 'tis late,
> And riſes when the Sun is four Hours high,
> And ne'er regards his ſtarving Family,
> God in his Mercy may do much to ſave him,
> But, Woe to the poor Wife, whoſe Lot it is to have him.

An astronomical prophecy is as follows:

"During the firſt viſible Eclipſe Saturn is retrograde: For which reaſon the Crabs will go ſidelong, and the Ropemakers backward. Mercury will have his Share in theſe affairs, and so confound the

Speech of the People, that when a Pennſylvanian would ſay Panther he ſhall ſay Painter. When a New Yorker thinks to ſay This he ſhall say Diſs, and the People in New England and Cape May will not be able to ſay Cow for their Lives, but will be forc'd to ſay Keow by a certain involuntary Twiſt in the Root of their Tongues. No Connecticut Man nor Marylander will be able to open his mouth this year, but Sir ſhall be the firſt or laſt Syllable he pronounces, and ſometimes both. Brutes shall ſpeak in many Places, and there will be above ſeven and twenty irregular Verbs made this year; if Grammar don't interpose. Who can help theſe miſfortunes? This year the Stone-Blind ſhall see but very little; the Deaf ſhall hear but poorly; and the Dumb ſhan't ſpeak very plain; and it's much, if my Dame Bridget talks at all this year. Whole Flocks, Herds, and Droves of Sheep, Swine and Oxen, Cocks and Hens, Ducks and Drakes, Geeſe and Ganders ſhall go to Pot; but the Mortality will not be altogether so great among Cats, Dogs and Horses. As to Old Age 'twill be incurable this Year becauſe of the years paſt. And towards the Fall ſome People will be seiz'd with an unaccountable Inclination to roaſt and eat their own Ears: Should this be call'd Madneſs, Doctors? I think not. But the worſt Diſeaſe of all will be a certain moſt horrid, dreadful, malignant, catching, perverſe and odious Malady, almoſt epidemical, inſomuch that many ſhall run mad upon it; I quake for very fear when I think on't; for I aſſure you very few will eſcape this Diſeaſe; which is call'd by the learned Albromazar Lacko'mony."

In another number he prophesies:

"Before the middle of this Year, a Wind at N. Eaſt will ariſe, during which the Water of the Sea and Rivers will be in ſuch a manner raiſ'd, that great part of the Towns of Boſton, Newport, New York, Philadelphia, the Lowlands of Maryland and Virginia, and the Town of Charleſton in South Carolina, will be under Water. Happy will it be for the Sugar and Salt ſtanding in the Cellars of thoſe Places, if there be tight roofs and ceilings overhead; otherwiſe, without being a Conjuror, a man may eaſily foretel that ſuch Commodities will receive Damage."

In the next number appeared the following explanation:

"The Water of the Sea and Rivers is raiſ'd in Vapors by the Sun, and is form'd into Clouds in the Air, and thence deſcends in Rains. Now, where there is Rain overhead (which frequently happens when the Wind is at N. E.), the Cities and Places on Earth below are certainly under Water."

Fooling that was most relished by the public related to rival almanac makers. The one among them who was selected to receive the shafts of Poor Richard's wit was Titan Leeds, the philomath responsible for Bradford's "American Almanack." After the paragraph explaining Franklin's reasons for publishing, there followed a prediction of the forthcoming death of Mr. Leeds, a device that was not original with Franklin, but had been

used years before in England by Dean Swift, when he prophesied the death on a certain date of one Partridge, an almanac maker. Partridge survived the date and then exultingly proclaimed the failure of the prophecy, but Swift replied that Partridge was so notorious a liar that his testimony could not be accepted in so important a matter. Franklin was more gentle in his jest at the expense of Titan Leeds. Poor Richard said:

"Indeed this Motive would have had Force enough to have made me publiſh an Almanack many Years ſince, had it not been overpower'd by my Regard for my good Friend and Fellow Student Mr. Titan Leeds, whoſe Intereſt I was extreamly unwilling to hurt: But this Obſtacle (I am far from ſpeaking it with Pleaſure) is ſoon to be remov'd ſince inexorable Death, who was never known to reſpect Merit, has already prepar'd the mortal Dart, the fatal Sifter has already extend'd her deſtroying Shears, and that ingenious Man muſt ſoon be taken from us. He dies, by my Calculation made at his Requeſt, on October 17, 1733, 3h. 29m. P. M. at the very inſtant of the ☌ of ☉ and ☿. By his own Calculation he will ſurvive till the 26th of the ſame Month. This ſmall Difference between us we have diſput'd whenever we have met theſe 9 Years paſt; but at length he is inclinable to agree with my Judgment: Which of us is moſt exact, a little Time will now determine. As therefore theſe Provinces may not longer expect to ſee any of his Performances after this Year, I think my ſelf free to take up the Taſk, and

requeſt a ſhare of the publick Encouragement; which I am the more apt to hope for on this Account, that the Buyer of my Almanack may conſider himſelf, not only as purchaſing an uſeful Utenſil, but as performing an Act of Charity, to his poor Friend and Servant."

Leeds replied indignantly, as Franklin hoped he would, which resulted in further reference to the matter in the second number of "Poor Richard's Almanack" as follows:

"In the Preface to my laſt Almanack, I foretold the Death of my dear old Friend and Fellow-Student, the learn'd and ingenious Mr. Titan Leeds, which was to be on the 17th of October, 1733, 3h. 29m. P. M. at the very Inſtant of the ☌ of ☉ and ☿ : By his own Calculation he was to ſurvive till the 26th of the same Month, and expire in the Time of the Eclipſe, near 11 o'clock P. M. At which of theſe Times he died, or whether he be really dead, I cannot at this preſent Writing poſitively aſſure my Readers; foraſmuch as a Diſorder in my own Family demand'd my Preſence, and would not permit me as I had intend'd, to be with him in his laſt Moments, to receive his laſt Embrace, to cloſe his Eyes, and do the Duty of a Friend in performing the laſt Offices of the Depart'd. Therefore it is that I cannot poſitively affirm whether he be dead or not. . . . There is however (and I cannot ſpeak it without Sorrow) there is the ſtrongeſt Probability that my dear Friend is no more: for there appears in his Name, as I am aſſur'd, an Almanack for the Year 1734, in which I

am treat'd in a very groſs and unhandſome Manner, in which I am call'd a falſe Predicter, and Ignorant, a conceit'd Scribler, a Fool, and a Lyar. Mr. Leeds was too well bred to uſe any Man ſo indecently and so ſcurrilouſly, and moreover his Eſteem and Affection for me was extraordinary; So that it is to be fear'd that Pamphlet may be only a Contrivance of ſomebody or other, who hopes perhaps to ſell two or three year's Almanacks ſtill, by the ſole Force and Virtue of Mr. Leeds' Name; but certainly, to put Words into the Mouth of a Gentleman and a Man of Letters, againſt his Friend, which the meaneſt and moſt ſcandalous of the People might be aſham'd to utter even in a drunken Quarrel, is an unpardonable Injury to his Memory, and an Impoſition upon the Publick."

Leeds replied again, and to this reply in the issue for 1735 Poor Richard makes reference:

"But having receiv'd much Abuſe from Titan Leeds deceas'd (Titan Leeds when living would not have uſ'd me ſo!) I say, having receiv'd much Abuſe from the Ghoſt of Titan Leeds, who pretends to be ſtill living, and to write Almanacks in Spight of me and my Predictions, I cannot help ſaying, that tho' I take it patiently, I take it very unkindly. And whatever he may pretend 'tis undoubtedly true that he is really defunct and dead. Firſt becauſe the Stars are ſeldom diſappointed, never but in the Caſe of wiſe Men, *ſapiens dominabitur aſtris*, and they foreſhow'd his Death at the Time I predicted it. Secondly,

'Twas requiſite and neceſſary he ſhould die punctually at that Time, for the Honour of Aſtrology, the Art profeſſ'd both by him and his Father before him. Thirdly, 'Tis plain to every one that reads his two laſt Almanacks (for 1734 and 35) that they are not written with that Life his Performances uſe to be written with; the Wit is low and flat, the little Hints dull and ſpiritless, nothing ſmart in them but Hudibras's Verſes againſt Aſtrology at the Heads of the Months in the laſt, which no Aſtrologer but a dead one would have inſerted, and no Man living would or could write ſuch Stuff as the reſt. But laſtly I convict him in his own Words, that he is dead (*ex ore ſuo condemnatus eſt*) for in his Preface to his Almanack for 1734, he says. Saunders adds another Groſs Falſhood in his Almanack, viz. that by my own Calculation I ſhall ſurvive until the 26th of the ſaid Month October, 1733, which is as untrue as the former. Now if it be as Leeds ſays, untrue and a groſs Falſhood that he surviv'd till the 26th of October, 1733, then it is certainly true that he died before that Time; and if he died before that Time, he is dead now, to all Intents and Purpoſes, any thing he may ſay to the contrary notwithſtanding."

But the feature that gave widest popularity to "Poor Richard's Almanack" was the short epigrammatic sayings with which he filled the blank spaces on the calendar pages as shown in the illustration on page 125. They were mixed with the calendar announcements indiscriminately and are to be distinguished only by the difference in type face.

Mon. **March hath xxxi days.**

My Love and I for Kiſſes play'd,
She would keep ſtakes, I was content,
But when I won ſhe would be paid;
This made me ask her what ſhe meant:
Quoth ſhe, ſince you are in this wrangling vein,
Here take your Kiſſes, give me mine again.

1	5	Q. Caroline Nat.	11	♒	6	9	6	St. David
2	6		12	22	6	8	6	☽ riſ. 4 16 mo.
3	7	High ſpring tides.	1	♓	6	7	6	New ☽ 4 day,
4	G	¼ Sund. Lent	2	20	6	5	6	at 10 at night.
5	2	☽ * ſet 11 2	3	♈	6	4	6	*Let my reſpected*
6	3	Days 11 h. 54 m.	4	20	6	3	6	*friend* J. G.
7	4	*Wind and cloudy*	5	♉	6	2	6	☽ ſets 9 40 aft.
8	5	☼ ☌ ☿ *cold*	6	20	6	1	6	*Accept this hum-*
9	6	☉ ent. ♈ *then*	6h	♊	6	0	6	*ble verſe of mine.*
10	7	Spring ☿ begins	7	19	5	59	7	viz.
11	G	△ ♃ ☿ & makes	8	♋	5	58	7	Firſt Quarter
12	2	Eq. Day&Night	9	16	5	56	7	*Ingenious, learn-*
13	3	☌ ☉ ☿ ☌ ♃ ☌ ♂	10	29	5	55	7	*ed, ent'ry'd Youth,*
14	4	*Windy but warm*	10	♌	5	54	7	☽ ſets 3 morn.
15	5	Days incr. 3 h.	11	24	5	53	7	*Go on as thou'ſt*
16	6	☽ * ſet 10 20	12	♍	5	52	7	*began;*
17	7	St. Patrick	1	19	5	51	7	*Even thy enemies*
18	G	Palm Sunday	2	♎	5	49	7	*take pride*
19	2	*March many wea-*	2h	13	5	48	7	Full ● 19 day
20	3	☌ ♄ ☿ *thers*	3	25	5	47	7	3 in the Morn.
21	4	*How he huffs, poor*	4	♏	5	46	7	☽ riſ 8 46 aft.
22	5	☽ * ſet 10 0	*Fool!*	5	19	5	45	7	*That thou'rt*
23	6	Good Friday	6	♐	5	44	7	*their country*
24	7	*Now fair & clear*	6h	13	5	43	7	*man*
25	G	EASTER Day	7	24	5	42	7	
26	2	☽ * ſet 9 45	8	♑	5	40	7	☽ riſ. 1 morn.
27	3	*High winds, with*	9	20	5	39	7	Laſt Quarter.
28	4	*ſome rain to the*	10	♒	5	37	7	*Hunger never*
29	5	☼ ☌ ♄ *end*	10	16	5	35	7	*ſaw bad bread.*
30	6	☌ ♃ ☿ ♈	11	♓	5	34	7	Days incr. 3 38
31	7	☽ * ſet 9 27	12	14	5	33	7	☽ riſ. 3 28

Inside page of "Poor Richard's Almanack." Original 3⅛″ x 5⅞″.

A few of these maxims, selected at random, are as follows:

"Keep thy ſhop, and thy ſhop will keep thee."
"Diligence is the Mother of Good Luck."
"God helps Them that help Themſelves."
"Bargaining has neither Friends nor Relations."
"Early to Bed, Early to riſe, makes a Man healthy, wealthy and wiſe."
"An Empty Bag cannot ſtand upright."
"Ben beats his Pate and fancys wit will come;
"But he may knock, there's Nobody at home."

Franklin summed them up in a preface to the Almanack of 1758 (not 1757, as was stated in the "Autobiography") which is sometimes entitled "Father Abraham's Speech to the American People" and sometimes "The Way to Wealth." Of it Paul Leicester Ford says:

"It is this preface which has given the name of Poor Richard currency in alien races, and a quotable quality to this day. It has been printed and reprinted again and again. In every size, from a 'pot duodecimo' up to 'imperial folio'; in thousands for the plow-boy, and in limited and privately printed editions at the expense of noblemen; for the 'penny-horrible' hawker, and for the bibliomaniac; for the 'Society for Preserving Property Against Republicans and Levelers,' and for the 'Association for Improving the Condition of the Poor'; and under the titles of 'Father Abraham's Speech,' 'The Way to Wealth,' and 'La Science du Bon-

A POCKET ALMANACK

For the Year 1744.

Fitted to the Use of PENNSYLVANIA, and the neighbouring Provinces.

With several useful ADDITIONS.

By R. SAUNDERS, *Phil.*

PHILADELPHIA:
Printed and sold by B. FRANKLIN.

Signs, Planets, and Aspects.	
♈ Aries, *Head & Face.*	☉ Sol.
♉ Taurus, *Neck.*	☽ or ● Luna.
♊ Gemini, *Arms.*	♄ Saturn.
♋ Cancer, *Breast.*	♃ Jupiter.
♌ Leo, *Heart.*	♂ Mars.
♍ Virgo, *Bowels.*	♀ Venus.
♎ Libra, *Reins.*	☿ Mercury.
♏ Scorpio, *Secrets.*	△ Trine.
♐ Sagittary, *Thighs.*	□ Quartile.
♑ Capricorn, *Knees.*	✶ Sextile.
♒ Aquary, *Legs.*	☌ Conjunct.
♓ Pisces, *Feet.*	☍ Opposition.

Pocket edition of the Almanack.

homme Richard,' it has proved itself one of the most popular American writings. Seventy-five editions of it have been printed in English, fifty-six in French, eleven in German, and nine in Italian. It has been translated into Spanish, Danish, Swedish, Welsh, Polish, Gaelic, Russian, Bohemian, Dutch, Catalan, Chinese, modern Greek, and phonetic writing. It has been printed at least four hundred times, and is to-day as popular as ever."

Testimony to the value of the wisdom of the maxims is given by John Paul Jones, famous in American history as a naval officer in the War of the Revolution. The government of France had promised a new ship to Jones and he waited at Brest, on the seacoast, month after month for it to arrive. He wrote for a fulfilment of the promise to everybody who might be connected with the transaction, even to the King of France himself, but the vessel was not forthcoming. One day he came across a copy of "Poor Richard's Almanack" in which he read the sentence, "If you would have your Buſineſs done, go; if not, ſend." He took the hint, immediately journeyed to Versailles, and soon obtained an order for the purchase of the ship which, in grateful recognition of the source from which came the suggestion that brought an end to his difficulties, he named *Bon Homme Richard.*

For twenty-five years Franklin compiled and printed the Almanack, the one in which appears the summing up of its philosophy being the last one

edited by him. In 1748 it was enlarged from twenty-four to thirty-six pages and the size from $2\frac{7}{8}$ x $5\frac{7}{8}$ inches to $3\frac{1}{8}$ x $5\frac{7}{8}$ inches, the name being changed to "Poor Richard Improved." Small engravings first appeared in the issue for 1749.

CHAP. XII.

As a Business Man.

Buſineſs, the Plague and Pleaſure of my Life,
Thou charming Miſtreſs, thou vexatious Wife;
Thou Enemy, thou Friend, to Joy, to Grief,
Thou bring'ſt me all, and bring'ſt me no Relief,
Thou bitter, ſweet, thou pleaſing, teazing Thing,
Thou Bee, that with thy Honey wears a Sting;
Some Reſpite, prithee do, yet do not give,
I cannot with thee, nor without thee live.

SO WROTE Poor Richard in his Almanack of 1742, fourteen years after Benjamin Franklin went into business for himself and six years before the date of his retirement permanently from it. The wisdom that experience in business had brought to him and with which Poor Richard for so many years pointed the way to achievement is to be found tersely stated in the epigrams and aphorisms which filled what would otherwise have been the blank spaces in the Almanack. To those who would look further into his business philosophy are commended the short papers entitled "Advice to a

Young Tradeſman," "Hints for Thoſe That Would Be Rich," and particularly "The Way to Wealth," which has been described as "the best sermon ever preached upon industry and frugality." Prof. Albert Henry Smyth found seventy-three repetitions in Franklin's writings of his favorite phrase "industry and frugality," and adds "there are many more."

The great business enterprises of the present day had no counterpart in the America of the Eighteenth Century. We were then truly a country of shopkeepers. John F. Watson gives an interesting picture of the business men of that time.

"The tradesmen before the Revolution (I mention these facts with all good feeling)," he says, "were an entirely different generation of men from the present. Between them and what were deemed the hereditary gentlemen there was a marked difference. 'The gentry think scorn of leather aprons,' said Shakespeare. In truth, the aristocracy of the gentlemen then was noticed, if not felt, and it was to check any undue assumption of ascendency in them that the others invented the rallying name of 'the Leather Apron Club'—a name with which they were familiar before Franklin's 'junta' was formed, and received that other name. In that day the tradesmen and their families had far less pride than now. While at their work, or in going abroad on weekdays, all such as followed rough trades, such as carpenters, masons, coopers, blacksmiths, &c., universally wore a leathern apron before them, and

covering all their vest. Dingy buckskin breeches, once yellow, and check shirts and a red flannel jacket was the common wear of most working men; and all men and boys from the country were seen in the streets in leather breeches and aprons and would have been deemed out of character without them. In those days, tailors, shoemakers, and hatters waited on customers to take their measures, and afterward called with garments to fit them on before finished.

"No masters were seen exempted from personal labour in any branch of business—living on the profits derived from many hired journeymen; and no places were sought out at much expense, and display of signs and decorated windows, to allure custom. Then almost every apprentice, when of age, ran his equal chance for his share of business in his neighbourhood, by setting up for himself, and, with an apprentice or two, getting into a cheap location, and by dint of application and good work, recommending himself to his neighbourhood.

"The overworked and painfully excited business men of the present day have little conception of the tranquil and composed business habits of their forefathers in the same line of pursuits in Philadelphia. The excited and anxious dealers of this day might be glad to give up half of their present elaborate gains, to possess but half of the peace and contentment felt and enjoyed by their moderate and tranquil progenitors."

James Parton in his "Life of Benjamin Franklin" adds to the picture of the colonial business man and his activities by saying, "A store was simply a

dwelling house, with a room full of goods on the ground floor, and a wooden bee-hive, anchor, Bible, ship, basket, or crown, hung over the door."

Benjamin Franklin did not stop with preaching to others in his Almanack and "Gazette" correct principles in business. He practised them himself. Industry, frugality, modesty of demeanor, self-reliance—these were the foundation stones upon which he built, and that he built well is attested by the comparatively short period in which he secured a competence and was enabled to retire.

But there were croakers in Philadelphia at the time when he went into business as there seem to be in all places at all times. One such, whom he describes as "a Perſon of note, an elderly Man, with a wiſe Look and a very grave Manner of ſpeaking," one day stopped at his door, asked him if he were the young man who had lately opened the printing house, and, being answered in the affirmative, expressed his sympathy on the ground that the enterprise was sure to fail.

The elderly gentleman was not alone in his dismal prophecy. In a discussion at what was called the "Merchants' Every Night Club" the general opinion was that since there were already two printers in Philadelphia, a third could not succeed. But a Dr. Baird gave a contrary opinion. "The Induſtry of that Franklin," said he, "is ſuperior to anything I ever ſaw of the kind; I ſee him ſtill at

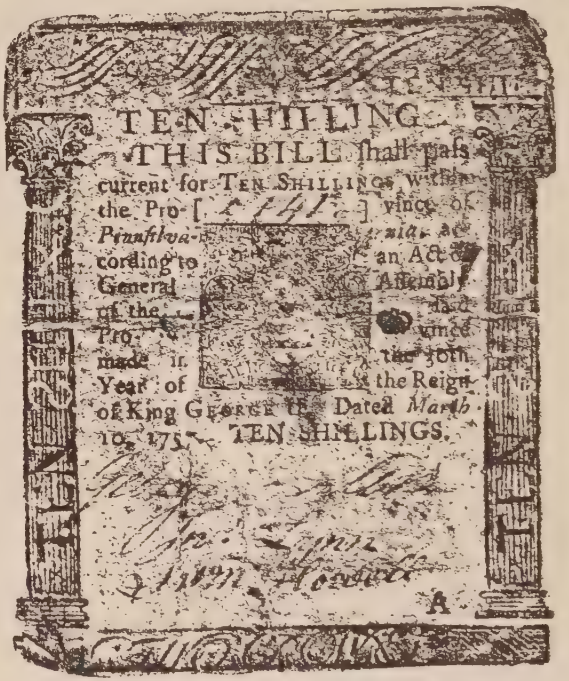
work when I go home from Club and he is at work again before his neighbors are out of bed."

Diligence was characteristic of Franklin's long and busy life. At the age of sixty-nine we find him writing to his friend Priestly, "In the Morning at ſix I am at the Committee of Safety, which Committee holds till near nine, when I am at the Congreſs and that ſits till after four in the afternoon."

Franklin had a due regard for appearances. A chapter in the "Autobiography" is to the following effect:

"In order to ſecure my Credit and Character as a Tradeſman, I took care not only to be in reality induſtrious and frugal, but to avoid all Appearance to the contrary. I dreſſ'd plainly; I was ſeen at no Places of idle Diverſion. I never went out a fiſhing or ſhooting; a book, indeed, ſometimes debauch'd me from my Work, but that was ſeldom, ſnug, and gave no Scandal; and, to ſhow that I was not above my Buſineſs, I ſometimes brought home the Paper I purchaſed at the ſtores through the ſtreets on a Wheelbarrow."

Franklin's independence is illustrated by an anecdote related by Jared Sparks. Some of the patrons of the "Pennsylvania Gazette" thought that he was too free in his criticism of the public acts of certain persons of high standing and warned him against its continuance as prejudicial to his business welfare. By way of answer, Franklin invited his critics and the other gentlemen of whom they spoke,



Design for paper money made by Benjamin Franklin. Exact size of original, in possession of the author.

The veins of a leaf were used to make counterfeiting difficult. The inscription reads: "To Counterfeit is DEATH."

to supper. They accepted, and when they had assembled at his board they found, much to their surprise, nothing before them but two puddings made of coarse meal, usually called "sawdust pudding," and a stone pitcher of water. Franklin ate heartily, although his guests found it practically impossible to do so. When he had finished he dismissed them with the statement, "My friends, any one who can subsist on sawdust pudding and water, as I can, needs no man's patronage."

Franklin was careful of the quality of his work. While learning his trade, and afterward when following it, he looked carefully into every method and process, with a view to determining for himself the reason for each operation, and frequently he was able to substitute better ones. Examination of the books and pamphlets he printed shows his work to have been of a uniformly higher grade than that of the other printers of his time or of the period which preceded his. We have already seen (p. 64) how he obtained one of his first orders, the public printing of Pennsylvania, because of the better quality of his workmanship.

Of Franklin's position in the business world in 1744, sixteen years after he began and four years before he was to retire, Parton says:

"His 'Gazette' became the leading newspaper of all the region between New York and Charleston. Poor Richard continued to amuse the whole coun-

try, to the great profit of its printer, who was obliged to put it to press early in October in order to get a supply of copies to the remote colonies by the beginning of the new year. All the best jobs of printing given out by the provinces of New Jersey, Maryland, Pennsylvania, and Delaware, fell to the office of Franklin; who, by means of his partnerships, had a share also in the good things of Virginia, New York, the Carolinas, and Georgia. His schoolbooks, his hand-books of farriery, agriculture, and medicine, his numberless small pamphlets, his considerable importations from England, all contributed to swell his gains."

Of these profits Parton adds: "Probably his business in the most prosperous years did not yield a profit of more than two thousand pounds sterling. But there was not, probably, another printer in the Colonies whose annual profits exceeded five hundred pounds."

Sydney George Fisher in "The True Benjamin Franklin," says: "Although extremely economical and thrifty in practice as well as in precept, he had very little love of money, and took no pleasure in business for mere business' sake." Fisher estimates Franklin's fortune at the time of his death to have been "considerably over one hundred thousand dollars." Parton gives the amount "at a liberal estimate, one hundred and fifty thousand dollars, of which about two-thirds was productive."

CHAP. XIII.

Partnerships.

IN ALL his business arrangements Benjamin Franklin was careful to have complete understandings in advance. It is the almost universal experience that partnerships are prolific sources of quarrels. Franklin had many business partnerships, but all, with possibly one exception, turned out satisfactorily. This was owing, he said, "a good deal to the Precaution of having very explicitly Settled, in our articles, everything to be done by or expected from each Partner ſo that there was Nothing to diſpute; which Precaution I would therefore recommend to all who enter into partnerſhips; for, whatever eſteem Partners may have for, and Confidence in, each other at the time of the Contract, little Jealouſies and Diſguſts may ariſe, with Ideas of Inequality in the Care and Burden, Buſineſs, &c., which are attended often with Breach of Friendſhip and of the connexion; perhaps with lawſuits and other diſagreeable Conſequences."

It is interesting to speculate on how wide might have become the operations of Benjamin Franklin had he continued in business for the remainder of his long life. Success in printing nowadays is considered to be entirely a matter of personality. Some one man or group of men dominates every

printing establishment, which means that it is necessarily a local business. In all the United States, with more than thirty-one thousand printing and publishing establishments, there are comparatively few conducting plants in places remote from their main offices. Benjamin Franklin operated printing houses located in widely separated parts of the Colonies and the West Indies. He was the first American trust magnate and the only one so far as the printing business is concerned.

The first of his ventures of the kind after the dissolution of the firm of Franklin and Meredith occurred in 1731, when he had been in business only three years. This partnership was with Thomas Whitemarsh, who began in Charleston, S. C., October 1, 1731, and who the next year established a newspaper, the "Gazette," the first paper in either of the Carolinas. He was afterward appointed printer to the government.

Franklin had later another partner in Charleston, as successor to Whitemarsh. He was Peter Timothy, son of the Louis Timothee, who, as previously related, was the editor of Franklin's German newspaper, the "Philadelphiſche Zeitung."

Three partnerships concern themselves with relatives. Having become reconciled to his brother James, whom he visited, in Newport, R. I., to which place James had removed his printing office from Boston, Franklin returned to Philadelphia

with his brother's son, who also bore the name of James, taught him the printing trade, and a few years later sent him back to Newport with a new assortment of types to be added to the equipment which his mother was using in her management succeeding the death of the boy's father. This was a philanthropic rather than a business enterprise.

Franklin had another nephew, Benjamin Mecom, son of one of his sisters, whom he took into his shop in Philadelphia, taught the trade, and then established in business in Antigua, West Indies. The boy afterward returned to Boston, where Franklin again helped to set him up in business. He was only moderately successful and later made another move this time to New Haven, where Franklin procured for him the office of postmaster.

William Dunlap was another of Franklin's partners who was a relative, although by marriage, he having married into Mrs. Franklin's family. He began printing at Lancaster, but later removed to Philadelphia. According to Isaiah Thomas his "printing was correctly and handsomely executed." He subsequently left the business to engage in the study of divinity, and in 1768 became the rector of a parish in Virginia.

Samuel Holland and Benjamin Franklin signed an agreement June 14, 1753, under which Holland

began to print at Lancaster, Pa. Franklin was to let Holland have a printing press and type; Holland was to keep them in good order and to pay thirty pounds a year in four instalments. Hall and Miller were the names of two others of Franklin's partners at Lancaster. All of the Lancaster partners, including William Dunlap, were probably connected with the same plant.

William Smith was also a partner of Franklin in the West Indies. He established in Dominica in 1765 "The Freeport Gazette or the Dominica Advertiſer" printed weekly on Saturday "on foolſcap ſheet and with new long primer and ſmall pica type."

Hildeburn gives three other partnerships, all in Philadelphia, as follows: B. Franklin and G. Armbruester, 1747-1750; B. Franklin and J. Boehm, 1749-1751; and B. Franklin and A. Armbruester, 1754-1758.

Articles of agreement were signed February 27, 1741, between Benjamin Franklin and James Parker, who had served his apprenticeship with William Bradford in New York, by the terms of which Parker was to establish himself in that city. When Bradford discontinued the publication of his "New York Gazette" Parker reëstablished the paper under the title of "The New York Gazette, Revived in the Weekly Poſt-Boy," and he probably retained Bradford's subscription list.

The original agreement with Parker was for six years, but it continued until Parker's death in 1770. Franklin provided the plant, which is quoted by Livingston to have been: "A Printing Preſs with all its neceſſary Appurtenances, together with 400 Pounds Weight of Letters; but of 'all charges for Paper, Ink, Ball, Tympans, Wool, Oyl and other things neceſſary,' two thirds was entered againſt Parker and one third against Franklin." The profits or losses were divided in the same proportions.

When Franklin retired from active business he turned over his printing and publishing business to David Hall, his foreman, who was to carry it on under the firm name of Franklin and Hall and to pay Franklin one thousand pounds a year for eighteen years, at the end of which time Hall was to become sole proprietor. This agreement Hall faithfully carried out.

In the final settlement James Parker acted as Franklin's representative, the latter being then in England. Parker made an inventory and appraisal (pp. 92, 93) showing that Hall had not kept the outfit up to a very high standard of efficiency. The manuscript of his report to Franklin is in the Typographic Library and Museum of the American Type Founders Company in Jersey City, and since it has not previously been published is here given in full. The long letter seems to justify the des-

ignation sometimes made of Parker as "the weeping philosopher." It is as follows:

Philadelphia, February 3, 1766.

Hon. Sir:

This accompanies one Copy of the State of your Accounts with Mr. Hall according to the beſt of my Skill and Judgment, and the Quantity and State of the Printing Office: And tho' I have endeavoured to mention every Thing as plainly as I could, yet poſſibly some Articles may need a little Explanation, beſides what is ſo ſet down:—The Valuation of the Printing Materials ſeems ſmaller than I imagin'd it would be; but as I examin'd all the Letter, and ſaw the whole weigh'd, I could not do otherways: for the greateſt Part of the Letter is much worn; the Old Brevier fit for very little, and Mr. Hall purpoſes to throw it by as ſoon as he can, having got a new Fount himſelf already come over, to uſe in its Stead,—and indeed the whole is worn much, except the Double Pica, and neweſt Engliſh, tho' neither of them are new,—we weigh'd the Forms and Pages of Almanacks &c. with all their Rules in and about them, so that thoſe Rules are charged in the Letter the ſame as the Letter: In weighing a Form, we only took the Chace out of the Weight,—and in weighing the Letter in the Caſes, we weigh'd two empty Caſes first, and took their Weight always out of it,—the Furniture and Rules not actually up in Forms was but little and poor, and he muſt ſoon get himſelf more:—One of the Preſſes is almoſt done its beſt, having been mended ſo often, as to be very patch'd and Mackled:—On the whole, I think I have valued it, at what I thought was the

Value of it, ſuppoſing no Advantage of one wanting to buy it, or of one wanting to ſell it, on either ſide to be taken.—yet Mr. Hall ſays, if there be any Particulars in it, that you ſhall make objection to, he is willing it ſhould be rectified.—With Reſpect to the Paper furniſhed by you he ſays, he had no other Rule to aſcertain it, than by the Work-Books, which we carefully look'd over, and ſet down the Quantity uſed in every Job and Newſpaper,—As the Paper uſed for Public Work before 1756, and ſundry other Work, had been ſettled and accounted for to you already, as by the Accounts he produced in your own Writing appears.—Tho' we ſettled the Pocket Almanacks he ſold at 6*d* which is as he ſold them wholesale, yet he charges you with those ſent to Rhode Island but at 4*d* which were part of thoſe he charges himſelf 6*d* at.—The Money paid by him in England at ſundry Times, as charged Stirl. we reckon'd Exchange @ 170, as a Medium, as for ſome of that Money he gave above L. 100—and for ſome others little more than 160,—and we have been as exact in reckoning every thing as we poſſibly could.—We had gone on very nigh finiſhing when we recollected ſome of the Money, both of what you received, and what he had, was due to you before the Partnerſhip began: This obliged us to have a new reſearch, and a thorough new Examination of all the Books and Accounts, and diſcovered, that he had received the ſum of £. 246. 4:2½ of Money due to you before the Partnerſhip began, which Sum being included already in the Articles of Numb. 1 on the Credit Side, whereby you are credited for one half of it, we credited the

other Half at the Bottom of the General Account, being £.123.2:1¼—Again we found of the Sums you had received, the ſum of £.185.6:7 which belonged to you before the Partnerſhip began, and as you had been charged with the Half of that in No. 3 Debtor ſide, ſo we have credited the General Account for that Half £. 92.13:3½—This we thought the moſt eligible Way, as we had already enter'd and caſt up the Whole before: On your Conſidering the Matter, I think you will find this to be the right, and perhaps the beſt that could be, to ſet ſuch blend'd Accounts in the cleareſt Light.—There are ſome of the Books and Pamphlets printed in the Partnerſhip unſold, ſome of which he has taken to himſelf, and allowed for them, but ſome others which don't appear ſaleable, he has left, and if hereafter any of them ſells, he will account for them:—And upon the Whole, if any Miſtake or Error ſhall be hereafter diſcovered on either Side, he is willing it ſhould be rectified,—If you ſhould return home this Spring or Summer, you can examine any thing you ſhall think wrong yourſelf:—As I ſhall leave the final paſſing of them, till I hear from you, or ſuch Return to do it yourſelf.

My laſt to you was from Burlington, the End of laſt December, and beginning of January:—I came down here, tho' ſcarce able to crawl, the 16th inſtant,—I continued all the reſt of the Month to proceed on with the Accounts, whenever I was able to ſtir, tho' I had a Relapſe, or rather only an Increaſe of the Pain, a few Days after I came, that rendered me unable to walk for three Days,—and am ſtill but very poorly,—I hope to be able to get back again to Burlington,—as it is not com-

fortable to be ſick from home:—nor there neither, if it could be help'd.—I have now been in the Gout three Months, and have had it ſome Days in the Heart and Stomach ſo bad, I thought I could not live:—My Son been ſick above three Months,—and he is but poorly yet, tho' he is mending, and likely to get well. On the Whole, this year paſt has been a diſtreſſed one with me.—But, God's Will be done.

Mr. Foxcroft is gone to Virginie, and I have not heard any thing from him ſince his Departure:—I wiſh I may hear from you, before the End of this Month, where I am to put the Printing-Materials of B. Mecom's that are now at Burlington:—I have no body there at Work, all my Boys being gone to New York & Woodbridge: And indeed, I have no work there for them to do, if they were there:—I would immediately away to New York now, were I able to travel at any Rate, but I even fear, I ſhall hardly be able to get back to Burlington only, as the Weather is uncomfortable: but I will go as ſoon as I can.—I think I wrote you before, I had ſecured the Goods you ſent to Mr. Hughes, but they are unopen'd, as I would be there myself.—I wrote alſo to Balfour, which I incloſed to you, and hope you will have received it:—I don't know any thing further material about Affairs wherein I am concerned,—And thoſe relating to the Publick you will doubtleſs have from abler and better Hands—I wrote to B. Mecom lately, but had but a ſhort Anſwer, that he would ſoon ſend me the Account &c.—I have wrote again—But,—I fear nothing can quicken his Sluggiſhneſs.—I have told Holt I intend to come to New York, and take my Printing Office

again: I don't know what he deſigns: he keeps it ſecret from me:—I heard the Gentlemen of Virginia were trying to get a new Printer, in Oppoſition to Mr. Boyle, becauſe he declined going on, or was too much under the Influence of the Governor there: and as Green and Rind are parted. I imagine Rind is the Man, and that they have bought the Office that was Stretch's, which by an Invoice I ſaw of it, was very compleat and good; ſo that if it be ſo, it will be bad for Billy Hunter whether Boyle lives or dies:—It was reported Boyle grew worſe after his Return home but as we have not heard lately from thence, I can't ſay no more about it, and Doubtleſs you will hear from thence from Mr. Foxcroft ſoon, who can give you a better Account of the Matter.

As I am neceſſarily to send you two copies of the Accounts &c.— ſo another to the same Purpoſes as this, I ſhall leave in Mr. Hall's Hands to be forwarded to you, with them, Therefore, I think I can add no more, than all Reſpects &c. from

Your most obliged Servt.

James Parker.

P. S. Mr. Hall made ſome Demands for hiring a Clerk: He ſays he hired one at your Particular Requeſt @ one Time:—that he had one conſtantly from 1753: and for 18 Months two of 'em: never leſs than 20/ a Week, and great Part of the Time 25.—he alſo muſt keep one Still, to draw out Accounts and get in the Money due, and thinks part of the Expenſe should be yours:—As the Articles were ſilent on that Stead, and my Power did not extend ſo far, I could only refer it to you:—Two Iron

Fire places of yours are left, and he having a year or two ago, purchaſed two Cannon Stoves, he keeps them himſelf, as he bought them with his own Money.

Burlington, Feb. 10.—I got as well home here as I expected: the Gout not quite left me yet.—As ſoon as my Strength will admit, I ſhall ſet forward for New York:—No Packet come in yet tho' momentarily expected:—I ſhall send down B. Mecom's Printing Office to Philadelphia, immediately, as Mrs. Franklin ſays ſhe will ſee Care taken of it.

Feb. 11.—I juſt now heard Mr. Holt has had an Execution levied on his Goods; he does not tell me ſo himſelf, but I have heard it, and fear its too true:—I believe I ſhall be a far greater loſer by him, than you were by B. Mecom:—Its an eaſy Thing to behave with Fortitude, when all goes generally well: But I muſt expect it notwithſtanding all may go againſt me: And indeed, I know I can't command Succeſs in my Affairs, but as far as Reſignation, and a Steady Diligence could deſerve it, I have endeavoured it:—I have ſupported others and almoſt Starv'd myſelf: but I am thankful its no worſe, and will ſtill ſay, God's will be done.

Feb. 20. Laſt night heard the Packet was come in, but no Letter for me, ſo I now attempt to Stop:—I am ſtill poorly with this wretched Gout, or rather now a real Rheumatiſm, as it takes all my Bones.—Hope only remains at the Bottom of Box. I long for my Health to go to New York, but I muſt ſubmit.

One thing I forgot to mention, I muſt now note—One box of goods ſent to Mr. Hughes came by Capt. Tillet,—this I ſuppoſe is the Stationary:—this I

have in my Store at New York, but I have Advice of another come in Capt. Berton,—which I ſuppoſe is the Electrical Machine, but as you have never ſent a Bill of Lading for it either to Mr. Hughes or me, Capt. Berton won't deliver it without a Bill of Lading tho' I ſent him word I would indemnify him ſo he keeps it in his Poſſeſſion,—and I cannot demand it without a Bill &c.

All Mecom's materials are ſent down to Philadelphia.

Adieu.

An interesting account of Franklin's last business relationship with a printer on a considerable scale is given by Livingston. It is that which relates to his dealings with Francis Childs, a young printer of New York, who had learned his trade in the shop of William Dunlap. Franklin, then in his seventy-sixth year, was in Paris as Minister to France when Childs first wrote to him to enlist his interest in the printing business which he had established on a frail basis in New York, and the relationship, which cannot certainly be called a partnership because no definite statement appears in the correspondence of Franklin's acceptance of Childs' proposals, continued until a few days before Franklin's death in April, 1790.

Franklin's experience with those who are known to have been his partners was almost entirely satisfactory to him, but that with Childs could hardly be so termed. Childs' letters are filled with

continual complaint of shortages in equipment of type sent to him from the foundry which Franklin had established for his grandson, Benjamin Franklin Bache, in Philadelphia, and with excuses for his failure to make payments as promised. A little less than a year before his death Franklin wrote to him as follows, giving a glimpse into his financial affairs at that late period of his life:

"You wrote to me in December laſt, that as ſoon as you return'd from attending the Aſſembly you would immediately ſet out for Philadelphia in order to make a final Settlement of our Accounts: This was a Promiſe very agreeable to me, as my late heavy Expenſe in building five Houſes (which coſt much more than I was made to expect) has ſo exhauſted my Finances, that I am now in real and great Want of Money."

Franklin was able to live comfortably upon the annual payments by Hall and the salary received from the various public offices he held, although when Hall's payments ceased Franklin felt himself, as he said and was, in reduced circumstances.

CHAP. XIV.
Typefounder.

IN FRONT of Bartholomew Close, near Palmer's printing office in London, was located a typefoundry conducted by Thomas James, and it was to

be expected that a young man with an inquiring mind such as Benjamin Franklin possessed and particularly one with his interest in printing and everything connected with it, would be attracted to the foundry. There he witnessed the processes that go to make up the typefounder's art, the designing of characters, the making of molds, and the casting, trimming, and polishing of individual types.

After Franklin returned to Philadelphia in 1726, and what he considered to be an ill turn of fortune obliged him again to take up the printing trade, he made an arrangement, as has already been stated, to take over the mechanical management of Samuel Keimer's printing establishment. There he found that his knowledge of typefounding, although limited, served him in good stead. Keimer's type cases were in need of sorts, and since there was no place in America at which to purchase them and months were required to secure supplies from abroad, the young foreman contrived a mold, used the letters on hand to make puncheons, and with them cast type that served the purpose. Thus Benjamin Franklin became America's first typefounder.

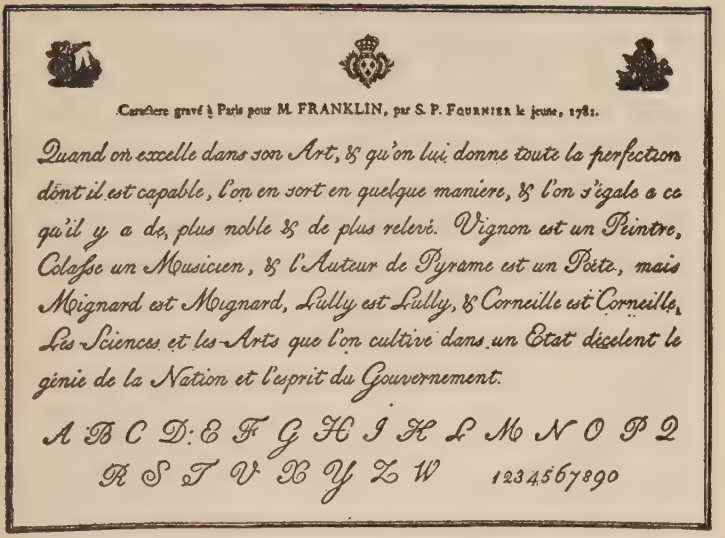
It has already been related how he went as the employee of Keimer to Burlington, then the capital of New Jersey, to fulfill a contract which Keimer had secured to print the paper money of that province. He says in the "Autobiography," "I con-

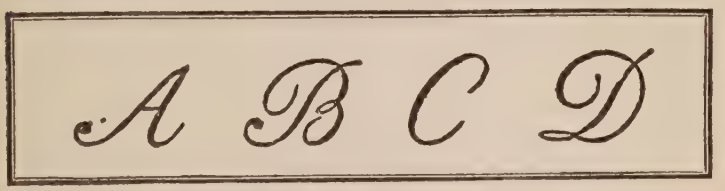
trived a copper plate Preſs for it, the firſt that had been ſeen in the Country; I cut ſeveral Ornaments and Checks for the Bills." The press was probably not imposing in appearance or remarkable for its execution, and the design of the currency does not show a high order of artistic ability, but both are important in establishing the fact that, in making this copper plate press, Franklin was the first American maker of printing presses and the first designer and engraver for printing purposes.

Franklin's interest in the building of printing presses was not confined to his early years at the business. In 1753 we find him writing to his friend William Strahan, of London, as follows:

"If you can perſuade your Preſs-Maker to go out of his old Road a little, I would have the Ribs made not with the Face rounding outwards, as uſual, but a little hollow or rounding inwards from end to end; and the cramps made of hard caſt Braſs, fixed not acroſs the Ribs, but longways, ſo as to ſlide in the hollow Face of the Ribs. The reaſon is, that Braſs and Iron work better together than Iron and Iron. Such a preſs never gravels; the hollow Face of the Ribs keep the Oil better, and the Cramps, bearing on a large Surface, do not wear, as in the common Method. Of this I have had many years' Experience."

One of Franklin's English friends, with whom he corresponded for many years, was William Caslon, the famous typefounder. In a letter written to


Caractere gravé à Paris pour M. FRANKLIN, par S. P. FOURNIER le jeune, 1781.
Quand on excelle dans son Art, & qu'on lui donne toute la perfection dont il est capable, l'on en sort en quelque maniere, & l'on s'égale a ce qu'il y a de plus noble & de plus relevé. Vignon est un Peintre, Colasse un Musicien, & l'Auteur de Pyrame est un Poëte, mais Mignard est Mignard, Lully est Lully, & Corneille est Corneille. Les Sciences et les Arts que l'on cultive dans un Etat decelent le genie de la Nation et l'esprit du Gouvernement.
A B C D E F G H I K L M N O P Q
R S T V X Y Z W 1234567890



Type used at Passy. Livingston says it was "probably designed by Franklin himself, for use in printing important documents, which it might have been to the advantage of some one to counterfeit." Lower panel shows exact size. From specimen sheet in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J.

Caslon in 1788 appears this paragraph voicing a complaint that one hears occasionally from printers even to this day:

"I approve very much of your Reſolution not to ſend your Types abroad upon Credit. Their Excellence will ſecure a ſufficient Demand without it. Some other Britiſh Founders have been ſo extravagantly liberal in that Way, and thereby created ſuch a Number of Maſter-Printers more than the Buſineſs of the Country can maintain, as may probably in the End be hurtful to both the Debtors and Creditors."

Another typefounder friend was John Baskerville, the celebrated printer and letter-founder of Birmingham. In a letter written in London to Baskerville Franklin acknowledged the receipt of some type specimen sheets which he promised to distribute among the printers of America, sending them by the first ship. He supposes that no orders for type unaccompanied by bills for money will be accepted, and suggests to the typefounder not to give credit, adding, "eſpecially as I do not think it will be neceſſary."

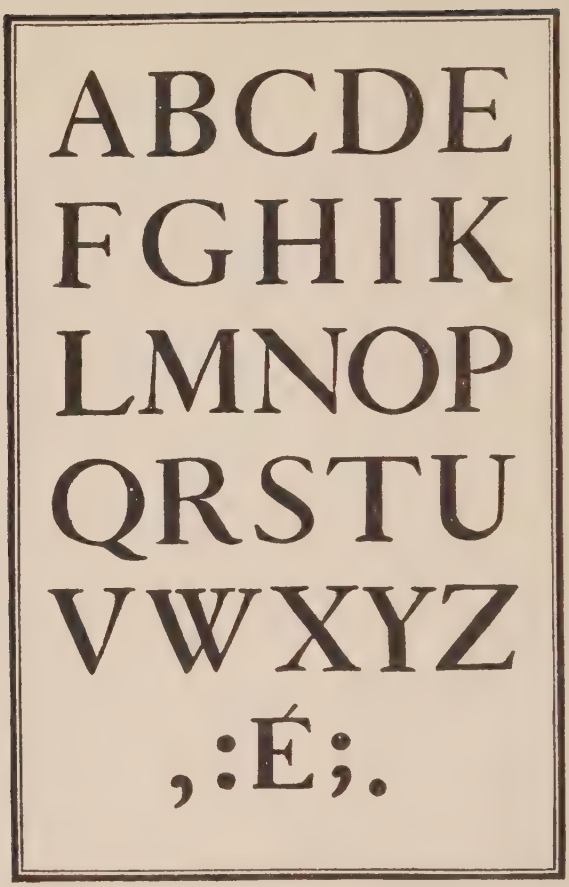
He advises Baskerville that James's Foundry, a part of which "among them some tolerable Hebrews and Greeks and ſome good Blacks" is to be sold and offers to buy whatever may be required for the Birmingham foundry.

At another time Franklin wrote an amusing

letter to Baskerville, giving particulars of a hoax he played upon a caller who had insisted that Baskerville's types were hard to read. This gentleman even predicted, as quoted by Franklin, that Baskerville would be "a Means of blinding all the Readers in the Nation; for the Strokes of your Letters, being too thin and narrow hurt the Eye, and he could never read a Line of them without Pain."

Franklin put up a job on the critic. He stepped into another room, secured a Caslon type specimen sheet, tore off the name, and then returned and exhibited it to the critic as a Baskerville specimen, asking him to point out the deficiencies of the designs mentioned. "He readily undertook it," says Franklin, "and went over the ſeveral Founts ſhowing me everywhere what he thought Inſtances of that Diſproportion; and declar'd, that he could not then read the Specimen, without feeling very ſtrongly the Pain he had mentioned to me." So thoroughly did he commit himself in unconsciously disproving his own theory that Franklin spared him the confusion of an exposure.

Although in a letter to William Strahan in 1744, four years before he retired from active connection with his Philadelphia business, we find him acknowledging obligation "to you for your care and pains in procuring me the founding tools," Franklin seems not to have done much in the way of type-



Set of initials cast from matrices once owned by Franklin, now in the possession of the Massachusetts Historical Society. Size within border $3\frac{5}{8}$″ x $5\frac{11}{16}$″.

founding in America until his return from his long residence in France. There he evidently cast considerable quantities of type and is said to have designed at least one alphabet of his own, the beautiful Script letter shown on page 153.

Livingston says of it, "This fount was probably designed by Franklin himself, for use in printing important documents, which it might have been to the advantage of some one to counterfeit, such as the Passport blank, or his commissions to commanders of privateers (if such a document was printed by him)."

Franklin engaged to a considerable extent in typefounding after his return from France, principally with a view to setting up in business his grandson, Benjamin Franklin Bache. To one purchaser, Francis Childs of New York, he wrote under date of May 8, 1787, an interesting letter in regard to sorts, as follows:

"You are always complaining of Imperfections in the Founts, which I ſuppoſe to proceed from your not having right Ideas of that Matter. They were all caſt after the beſt Rules of the Founderies in England, and in the ſame Proportions. But as the Stiles of Authors vary, and different Subjects uſe the different Sorts variouſly, there never could be a Fount ſo proportion'd as to run out equally in all Caſes. And if whenever, in any Work, four or five Sorts run ſhort, you caſt for the Deficiency, in a ſubſequent Work thoſe Sorts, may be ſuper-

A SPECIMEN
OF
PRINTING TYPES
BELONGING TO
Benjamin Franklin Bache's PRINTING OFFICE,
PHILADELPHIA.

French Canon Rom.
Tandem aliq
ABCDEFGJ

French Canon Rom.
Tandem aliqu
ABCDEFGH

Two Lines Double Pica Rom.
TANDEM aliqua
ABCDEFGHIJ

Two Lines Great Primer Rom.
TANDEM aliquand
ABCDEFGHJKLO

Two Lines Engliſh Rom.
TANDEM aliquando, Qu
ABCDEFGHIJKLMN

Two Lines Pica Rom.
TANDEM aliquando, Quirites!
L. Catilinam furentem audacia
ABCDEFGHIJKLMNOPS

Double Pica Rom.
TANDEM aliquando, Quirites!
L. Catilinam furentem audacia,
ſcelus anhelantem, peſtem patriæ
ABCDEFGHIJKLMNOPQR

Double Pica Rom.
TANDEM aliquando, Quirites! L.
Catilinam furentem audacia, ſce-
lus anhelantem, peſtem patriæ ne
ABCDEFGHIJKLMNOPQRT

French Canon Ital.
Tandem aliq
ABCDEFG

French Canon Ital.
Tandem aliquan
ABCDEFGH

Two Lines Double Pica Ital.
Tandem aliquand
ABCDJEFGHI

Two Lines Great Primer Ital.
Tandem aliquando,
ABCDEFGHK

Two Lines Engliſh Ital.
Tandem aliquando, Quiri
ABCDEFGHIKJMOS

Two Lines Pica Ital.
Tandem aliquando, Quirites! L.
Catilinam furentem audacia, ſce-
ABCDEFGHIJKLMNOPR

Double Pica Ital.
Tandem aliquando, Quirites! L.
Catilinam furentem audacia, ſce-
lus anhelantem, peſtem patriæ nef
ABCDEFGHIJKMNOPQR

*Double Pica Ital.
Tandem aliquando, Quirites! L.
Catilinam furentem audacia, ſcelus
anhelantem, peſtem patriæ nefarie
ABCDEFGHIJKLMNSPQRS

Type specimen sheets issued by Benjamin Franklin Bache.
Size inside the border $7\frac{5}{8}$" x $14\frac{3}{8}$".

BENJAMIN FRANKLIN BACHE'S *SPECIMEN*.

THIRTEEN LINES PICA.

York.

ELEVEN LINES PICA.

Boſton.

NINE LINES PICA.

Baltimore

SEVEN LINES PICA.

Burlington.

FIVE LINES PICA.

Philadelphia City

FOUR LINES PICA.

Northumberland

A Quantity of 19, 16, 13, 11, 9 & 7 Lines Pica is always to be diſpoſed of, at B. F. BACHE's *Printing-Office*, Market Street; As alſo a number of typographical Cuts and a great Variety of Flowers.

From the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J.

abundant, and all the reſt will appear deficient, ſo that there will be no End of proceeding in that Manner. Therefore it is, that Printers have uſually to every large Fount what they call a Bomcaſe, or Fount Caſe, that is, a Caſe to hold thoſe Sorts that are ſuperfluous in one kind of Work and where they may be found when wanting in another. You remark that your now demanding more of ſundry Sorts (after being ſupply'd with all you formerly thought wanting) is owing partly to your not taking an accurate Liſt of the Imperfections at firſt: and I am perſuad'd that the preſent Liſt you have ſent me is far from being accurate, ſince it is in Pounds weight, and not in the Number of Letters. This lumping Method of calling for Sorts to ſupply ſuppoſ'd Imperfections, 5 lb. of m's 3 lb. of s's, etc. etc. can never be accurate; and in this Inſtance of the Petit Romain, you may ſee already the Effect of ſuch Inaccuracy, viz. to augment inſtead of diminiſhing the Imperfections of a Fount; for at firſt you want'd but 4 or 5 Sorts of the lower Caſe, and now you want 15 or 16, which is a great Part of the Four & twenty, and proves what I have ſaid above that there can be no End of going on in this Way.—However to oblige you, tho' it is much more Trouble as the Mold muſt be adjuſt'd afreſh for every little Parcel, you ſhall have the Sorts you want if you ſend a Liſt of them in Numbers. My Grandſon will caſt them, as ſoon as he has taken his Degree and got clear of the College; for then he purpoſes to apply himſelf cloſely to the Buſineſs of Letter founding and this is expect'd in July next. You ſhall alſo have some W's of a better form for the Pica as you deſire.

And I will willingly receive the Petit Canon again which you propoſe to return."

To his grandson, who was twenty-one years of age at the time of his death, Franklin left "all the Types and Printing Materials which I now have in Philadelphia with the complete Letter Foundry, which, in the whole, I suppoſe to be worth near one thouſand Pounds."

CHAP. XV.

The Private Press at Passy.

BENJAMIN FRANKLIN sailed from Philadelphia on his mission as one of the three commissioners to France, October 27, 1776. He landed nearly two months later, proceeded immediately to Paris, and soon had established himself in the Hotel de Valentinois, in Passy, a village between Paris and Versailles, at which latter place the headquarters of the French government was located. The growth of Paris in the direction of Versailles in the years that have intervened has swallowed up the village of Passy, and the Hotel de Valentinois long since disappeared. A replica of Boyle's statue of Franklin in front of the post-office on Chestnut Street in Philadelphia has been placed in that part of Paris which once was

Passy on the Rue Franklin, so named because of Franklin's residence there.

He used the residence for eight and a half years, and it comes within the scope of the present volume because during practically all of that time he operated in it a printing equipment for the production of leaflets, broadsides, etc., some of them for practical use, but mostly for the amusement of himself and his friends.

Franklin's biographers have had little to say about the press at Passy. William Temple Franklin dismisses it with the single sentence, "Notwithstanding Dr. Franklin's various and important occupations, he occasionally amused himself in composing and printing, by means of a small set of types and a press he had in his house, several of his light essays, bagatelles, or *jeux d'esprit*, written chiefly for the amusement of his intimate friends."

Edward Everett Hale in his two volumes, "Franklin in France," says: "Franklin soon established in his own house at Passy a little printing establishment, from which occasionally a tract or handbill was issued. From this press the pretended 'Independent Chronicle,' with an account of Indian scalping, was issued, and the little books published here are among the treasures most desired by the connoisseurs."

Professor Smyth makes only one important

INFORMATION

TO THOSE

WHO WOULD REMOVE TO AMERICA.

MANY Perſons in Europe having directly or by Letters, expreſs'd to the Writer of this, who is well acquainted with North-America, their Deſire of tranſporting and eſtabliſhing themſelves in that Country; but who appear to him to have formed thro' Ignorance, miſtaken Ideas & Expectations of what is to be obtained there; he thinks it may be uſeful, and prevent inconvenient, expenſive & fruitleſs Removals and Voyages of improper Perſons, if he gives ſome clearer & truer Notions of that Part of the World than appear to have hitherto prevailed.

He finds it is imagined by Numbers that the Inhabitants of North-America are rich, capable of rewarding, and diſpos'd to reward all ſorts of Ingenuity; that they are at the ſame time ignorant of all the Sciences; & conſequently that ſtrangers poſſeſſing Talents in the Belles-Letters, fine Arts, &c. muſt be highly eſteemed, and ſo well paid as to become eaſily rich themſelves; that there are alſo abundance of profitable Offices to be diſpoſed of,

First page of a twelve-page pamphlet printed at Passy.
Exact size.
From "Franklin and His Press at Passy."

reference to the press in Passy: "Sometimes they were printed upon his private press at Passy, in limited editions of perhaps a dozen or fifteen copies. Nearly all are lost. The fictitious 'Supplement' exists in the Library of Congress and the Library of the American Philosophical Society, and the latter collection has also the printed original of 'La Belle et la Mauvaise Jambe' (Passy, 1779). But the other fugitive leaves have disappeared."

It remained for the late Luther S. Livingston in his beautiful volume, "Franklin and His Press at Passy," privately published by the Grolier Club in 1914, to present a nearly complete account of the printing done at the Hotel de Valentinois.

Livingston describes fifteen "bagatelles," fourteen of which, each a separately printed piece, are bound together in a little volume in the Franklin collection of William Smith Mason. He says, "three of these are sixteen pages each, one is of twelve pages, two of eight pages, one of six pages, one of four pages, and six of two pages (or a single leaf) each. The fifteenth is a single sheet printed on one side only, among the Franklin papers in the Library of the American Philosophical Society in Philadelphia.

William Temple Franklin was too much of a dandy to think of giving his time and attention to such trivial matters as setting type and working

a press. A younger grandson, Benjamin Franklin Bache, was of a different mold. It was the grandfather's intention to bring the younger boy up in a way that would fit him for public business, but evidently reflection upon his own personal experience of the limited financial return to be derived from such a career caused him to change his mind, for we find him writing to the boy's father that he had determined to teach him a trade, that "he may have ſomething to depend on, and not be oblig'd to aſk Favours or Offices of anybody." Franklin further said, "he has already begun to learn the buſineſs from Maſters who come to my Houſe, and is very intelligent in working and quick in learning."

This reference is confirmed by an entry in Benjamin Franklin Bache's diary to the effect that a "maſter founder" had come to Passy to teach him to cast printing types and that the teacher was to remain all winter. A later entry says that M. Didot, whom he describes as "the beſt printer of this age and even the beſt that has ever been ſeen," had consented to take him into his house for some time in order to teach him his art. The statement is made that in the house is combined "engraving, the forge, the foundry, and the printing office." A further reference in the diary, dated April 5, 1785, to M. Didot's establishment, is to the effect that "the meals are frugal."

It has already been noted that William Temple Franklin referred to his grandfather's equipment as "a small set of types," which does not agree with a reference Benjamin Franklin made to it in a letter he wrote to Francis Childs after his return to Philadelphia, in which he said: "My printing Materials, conſiſting of a great variety of founts, were ſent down the Seine ſome weeks before I left Paſſy." Livingston's investigations indicate that the equipment was a considerable one. Much correspondence with French typefounders, among them the famous house of Fournier, has been brought to light, and unless the type purchased was disposed of in ways not known and not now ascertainable, the supply must have been a large one. There is also some evidence to warrant the belief that two printing presses were operated.

CHAP. XVI.

Advertiser and Propagandist.

FRANKLIN is sometimes spoken of as the first American advertiser, but there is no special reason for such a designation. The "Pennſylvania Gazette" under his ownership contained more advertising than it did under that of Samuel Keimer and more than was common to the other

colonial newspapers, but the circumstance is to be accredited rather to the enlarged circulation of the "Gazette," owing to its superiority as a newspaper, than to any particularly effective manner of promoting the advertising department.

Franklin himself was far from being a self-advertiser. Excepting for the statement of his public services that he prepared for the Continental Congress, he never made any claims for himself. Throughout his long career he was almost continually in the public service, but he never sought office or made anything like a special effort to obtain it. Although a seemingly indefatigable writer, he never issued so much as a single volume of his literary productions and on at least one occasion discouraged others from doing so.

He did, however, advertise occasionally for himself or the members of his family. The following examples show that to them, as to all other things with which he had to do, he imparted a measure of originality.

TAKEN out of a Pew in the Church ſome months ſince, a Common Prayer Book, bound in red, gilt, and lettered D. F. [Deborah Franklin] on each cover. The Perſon who took it is deſired to open it and read the eighth Commandment, and afterwards return it into the ſame Pew again, upon which no further Notice will be taken.

ALL Persons indebted to Benj Franklin, Printer of this Paper, are desired to send in their respective Payments: (Those Subscribers for the News excepted, from whom a Twelve-Month's Pay is not yet due).

Gentlemen, it is but a little to each of you, though it will be a considerable Sum to me; and lying in many hands wide from each other, (according to the Nature of our Business) it is highly inconvenient and scarce practical for me to call upon every One; I shall therefore think myself particularly obliged, and take it very kind of those, who are mindful to send or bring it in without further Notice.

Franklin's English is a model for advertisement writers. Simplicity was its chief characteristic. He had the faculty of putting the most thought into the fewest words, extravagance in language being the target of one of his chief animadversions. Writing to John Jay from Paris in 1780 he says:

"Mrs. Jay does me much Honor in desiring to have one of the Prints, that have been made here of her Countryman. I send what is said to be the best of five or six engraved by different Hands, from different Paintings. The Verses at the Bottom are truly extravagant. But you must know, that the Desire of pleasing, by a perpetual Rise of Compliments in this polite Nation, has so used up all the common expressions of approbation, that they are become flat and insipid, and to use them almost implies Censure. Hence music, that formerly might be sufficiently praised when it was called

A MODEST

ENQUIRY

INTO THE

Nature and *Neceſſity*

OF A

PAPER-CURRENCY.

——— *Quid aſper*
Utile Nummus habet ; patriæ, chariſq; propinquis
Quantum elargiri deceat. ———

Perſ.

PHILADELPHIA
Printed and Sold at the New PRINTING-
OFFICE, near the Market. 1729.

Franklin's initial effort in propagandist literature, which resulted in the issuance of thirty thousand pounds in paper currency by the governor and the assembly of the province of Pennsylvania in defiance of orders from England to the contrary. Size 3″ x 5⅝″.

bonne, to go a little farther they call *excellente*, then *ſuperbe*, *magnifique*, *exquiſe*, *celeſte*, all which being in their turns worn out, there only remains *divine:* and, when that is grown as inſignificant as its Predeceſſors, I think they muſt return to common ſpeech and common ſenſe; as, from vying with one another in fine and coſtly Paintings on their Coaches, ſince I firſt knew the Country, not being able to go farther in that Way, they have returned lately to plain Carriages, painted without arms or figures in one uniform color."

Franklin's studies in the art of expression both as a youth and practically throughout his whole life were pursued with one purpose in mind, to influence those who read what he wrote. He had the admirable quality of vision—to be able always to see into things further than did those about him, and seeing clearly he desired others to do likewise. As a youth he practised the Socratic method, but later abandoned it for plain, substantial statements of arguments and facts. Later in life he sometimes employed the dialogue.

Every public project, such as paving, cleaning, and lighting the streets, establishing a fire company, hospital, public library, or university, brought forth an article from Franklin's pen published either in the "Gazette," or as a pamphlet, always interestingly and, as events proved, effectively written.

In his later years Franklin adopted another

PLAIN TRUTH:

Ste Thos Mason

SERIOUS CONSIDERATIONS

On the PRESENT STATE of the

CITY of *PHILADELPHIA,*

AND

PROVINCE of *PENNSYLVANIA.*

By a TRADESMAN of *Philadelphia.*

Benjamin Franklin Esq.

Capta urbe, nihil sit reliqui victis. Sed, per Deos immortales, vos ego appello, qui semper domos, villas, signa, tabulas vestras, tantæ æstimationis fecistis; si ista, cujuscumque modi sint, quæ amplexamini, retinere, si voluptatibus vestris otium præbere vultis; expergiscimini aliquando, & capessite rempublicam. Non agitur nunc de sociorum injuriis; LIBERTAS & ANIMA nostra in dubio est. Dux hostium cum exercitu supra caput est. Vos cunctamini etiam nunc, & dubitatis quid faciatis? Scilicet, res ipsa aspera est, sed vos non timetis eam. Imo vero maxume; sed inertiâ & mollitiâ animi, alius alium exspectantes, cunctamini; videlicet, Diis immortalibus confisi, qui hanc rempublicam in maximis periculis servavere. NON VOTIS, NEQUE SUPPLICIIS MULIEBRIBUS, AUXILIA DEORUM PARANTUR: vigilando, agendo, bene consulendo, prospere omnia cedunt. Ubi socordiæ tete atque ignaviæ tradideris, nequicquam Deos implores; irati, infestique sunt. M. POR. CAT. *in* SALUST.

Printed in the YEAR MDCCXLVII.

The pamphlet written by Franklin that caused the inhabitants of eastern Pennsylvania, despite the protests of the Quakers, to put themselves in a state of defense against France and Spain. Original in the possession of the Curtis Publishing Company, Philadelphia. Size 3½" x 6½".

propaganda method, that of the hoax. Balzac termed him "the inventor of the lightning rod, the hoax, and the republic." A notable example was entitled "An Edict of the King of Pruſſia," in which the claim of the King, because of early German settlements upon the island, to a right to hold England as a German province and to lay taxes upon its inhabitants, was supported by the same kind of argument by which the ministry of George the Third attempted to justify its claim in respect to the American Colonies.

Another hoax took the form of a letter from a Hessian ruler to his representative in America, where Hessian soldiers were employed by Great Britain to fight against the colonial army, instructing him not to be too careful of their lives on the ground that more money was paid by England for dead soldiers than for those who fought and returned alive.

The most notable effort of the kind, however, was one intended to bring home to the people of Great Britain the horrors of warfare as conducted by the allies of the British soldiers, the Indians, in America. It was issued from the Private Press at Passy, as a pretended "Supplement to the Boſton Independent Chronicle" and purported to be "an extract of a letter from Captain Gerriſh of the New England militia." It gave particulars of eight large packages of scalps taken by the Seneca

SUPPLEMENT

TO THE BOSTON

INDEPENDENT CHRONICLE.

BOSTON, March 12.

Extract of a Letter from Capt. Gerrish, of the New-England Militia, dated Albany, March 7.

"THE Peltry taken in the Expedition [*See the Account of the Expedition to Onondagachie on the River St. Laurence, in our Paper of the 18th Inst.*] will as you fee amount to a good deal of Money. The Poffeffion of this Booty at firft gave us Pleafure; but we were ftruck with Horror to find among the Packages, 8 large ones containing SCALPS of our unhappy Country-folks, taken in the three laft Years by the Senneka Indians from the Inhabitants of the 3 frontiers of New-York, New-Jerfey, Pennfylvania, and Virginia, and fent by them as a Preſent to Col. Haldimand, Governor of Canada, in order to be by him tranſmitted to England. They were accompanied by the following curious Letter to that Gentleman,

May it pleaſe your Excellency, Tegeo, *Jan. 3d, 1783.*

"At the Requeſt of the Senneka Chiefs I ſend herewith to your Excellency, under the Care of James Boyd, eight Packs of Scalps, cured, dried, hooped and painted, with all the Indian triumphal Marks, of which the following is Invoice and Explanation.

No. 1. Containing 43 Scalps of Congreſs Soldiers killed in different Skirmiſhes; theſe are ſtretched on black Hoops, 4 Inches diameter; the Inſide of the Skin painted red, with a ſmall black Spot to note their being killed with Bullets. Alſo 12 of Farmers, killed in their Houſes; the Hoop red; the Skin painted brown, and marked with a Hoe; a black Circle all round, to denote their being ſurpriſed in the Night; and a black Hatchet in the Middle, ſignifying their being killed with that Weapon.

No. 2. Containing 98 of Farmers killed in their Houſes; Hoop red; Figure of a Hoe, to mark their Profeſſion; great white Cattle and Sun, to ſhew they were ſurpriſed in the Day-time; a little red Feet, to ſhew they ſtood upon their Defence, and died fighting for their Lives and Families.

No. 3. Containing 99 of Farmers; Hoops green, to ſhew they were killed in their Fields; a large white Circle with a little round Black over it for the Sun, to ſhew that it was in the Day-time; black Perſon drawn on ſome, Hatchet on others.

No. 4. Containing 102 of Farmers, mixed of the ſeveral Marks above; only 12 marked with a little yellow Flame, to denote their being of Indians burnt alive, after being ſcalped, their Nails pulled out by the Roots, and other Torments; one of theſe latter ſuppoſed to be of a rebel Clergyman, his Hand being fixed to the Hoop of his Scalp. Moſt of the Farmers ſcalped by the Hair to have been young or middle-aged Men; three being but 69 very grey Heads among them all; which makes the Service more eſſential.

No. 5. Containing 88 Scalps of Women; Hair long, braided in the Indian Fashion, to ſhew they were Mothers; Hoops blue; skin yellow Ground, with little red Tadpoles to repreſent, by way of Triumph, the Tears or Grief occaſioned to their Relations; a black ſcalping Knife or Hatchet at the Bottom, to mark their being killed with thoſe inſtruments. 17 others, Hair very grey; black Hoops; plain brown Colour; no Mark but the ſhort Club or Caſſetete, to ſhew they were knocked down dead, or had their Brains beat out.

No. 6. Containing 193 Boys' Scalps, of various Ages; ſmall green Hoops; whitiſh Ground on the Skin, with red Tears in the Middle, and black Bullet-marks, Knife, Hatchet, or Club, as their Deaths happened.

No. 7. 211 Girls' Scalps, big and little; ſmall yellow Hoops; white Ground; Tears, Hatchet, Club, ſcalping Knife, &c.

No. 8. This Package is a Mixture of all the Varieties above-mention'd, to the Number of 121; with a Box of Birch Bark, containing 29 little Infants' Scalps of various Sizes; ſmall white Hoops; white Ground; no Tears; and only a little black Knife in the Middle, to ſhew they were rip't out of their Mothers' Bellies.

With theſe Packs, the Chiefs ſend to your Excellency the following Speech, delivered by Conejogatchie in Council, interpreted by the elder Moore, the Trader, and taken down by me in Writing.

Father,

We ſend you here with many Scalps, that you may ſee we are not idle Friends. *A blue Belt.*

Father,

We wiſh you to ſend theſe Scalps over the Water to the great King, that he may regard them and be refreſhed; and that he may ſee our Faithfulneſs in deſtroying his Enemies, and be convinced that his Preſents have not been made to ungrateful People.

A plue and white Belt with red Taſſels.

Father,

Attend to what I am now going to ſay: it is a Matter of much Weight. The great King's Enemies are many, and they grow faſt in Number. They were formerly like young Panthers: they could neither bite nor ſcratch: we could play with them eaſily, we feared nothing they could do to us. But now their Bodies are become big as the Elk, and ſtrong as the Buffalo: they have alſo got great and ſharp Claws. They have driven us out of our Country for taking Part in your Quarrel. We expect the great King will give us another Country, that our Children may live after us, and be his Friends and Children, as we are. Say this for us to the great King. To enforce it we give this Belt.

A great white Belt with blue Taſſels.

Father,

We have only to ſay farther that your Traders can't more than ever for their Goods: and our Hunting is loſtened by the War, ſo that we have fewer Skins to give for them. This Pains us. Think of ſome Remedy. We are poor: and you have Plenty of every Thing. You know you will ſend us Powder and Guns, and Knives and Hatchets: but we alſo want Shirts and Blankets.

A little white Belt.

I do not doubt but that your Excellency will think it proper to give ſome farther Encouragement to theſe honeſt People. The high Prices they complain of, are the neceſſary Effect of the War. Whatever Preſents may be ſent for them through my Hands, ſhall be diſtributed with Prudence and Fidelity. I have the Honour of being

Your Excellency's moſt obedient

And moſt humble Servant,

JAMES CRAUFURD."

It was at firſt propoſed to bury theſe Scalps: but Lieutenant Fitzgerald, who you know has got Leave of Abſence to go for England on his private Affairs, ſaid he thought it better they ſhould proceed to their Deſtination: and if they were given to him, he would undertake to carry them to England and hang them all up in ſome dark Night on the Trees in St. James's Park, where they could be ſeen from the King and Queen's Palaces in the Morning; for that the Sight of them might perhaps ſtrike Mulky Ithrael (as he called him) with ſome Compunction of Conſcience. They were accordingly delivered to Fitzgerald, and he has brought them faſe hither. To-morrow they go with his Baggage in a Wagon for Boſton, and will probably by there in a few Days after this Letter.

I am, &c.

SAMUEL GERRISH.

BOSTON, March 10.

Monday laſt arrived here Lieutenant Fitzgerald above mentioned, and Yeſterday the Wagon with the Scalps. Thouſands of People are flocking to ſee them this Morning, and all Mouths are full of Execrations, Hiſſing them in the Train is not approved. It is now proper to make them up in decent Packets, ſeal and direct them; one to the King, containing a Sample of every Sort for his Muſeum: one to the Queen, with ſome of Women and little Children: the reſt to be diſtributed among both Houſes of Parliament; a double Quantity to the Biſhops.

TO BE SOLD,

A convenient Tan-Yard, lying in Medfield, on the Poſt Road, Half a Mile from the Meeting-Houſe, with a good Two Pair Houſe and barn, and about 20 Acres of Land, conſiſting of Meadow, Mowing, Paſturing, and an excellent Orchard. For further Particulars enquire of Adam Peters, on the Premiſes.

TO BE SOLD,

A large Tract of LAND, lying partly in Oxford, and partly in Charlton, in the County of Worceſter. It is ſituated on a great Country Road, about Half a Mile from Charlton Meeting-Houſe, and is capable of making a Number of fine Settlements. For further Particulars enquire of Joſeph Blaney, of Salem, or Doctor Samuel Danforth, of Boſton.

All Perſons indebted to, or that have any Demands on, the Eſtate of Richard Greenleaf, late of Newbury-Port, Eſq; deceaſed, are requeſted to bring in their Accounts to Meſes Frothingham and Mary Greenleaf, Executors to the laſt Will and Teſtament of the deceaſed, for an immediate Settlement.

TO BE SOLD,

A ſmall new Brick HOUSE, two Rooms on a Floor, at the South Part of the Town.—Enquire of the Printer.

Strayed or ſtolen from the Subſcriber, living in Salem, a Bay Horſe, about ſeven Years old, a ſtocky well fet Horſe, marked I. C. on his off Thigh, trots all. Whoever ſhall take up ſaid Horſe and return him to the Owner, ſhall be handſomely rewarded.

HENRY WHITE.

The "scalp" hoax. Written by Franklin and printed at Passy. Original in the possession of the Curtis Publishing Company, Philadelphia. Size $8\frac{13}{16}$" x $12\frac{15}{16}$".

Indians from the inhabitants of the states of New York, New Jersey, Pennsylvania, and Virginia, and sent by them as a present to the governor of Canada to be transmitted by him to England. Package No. 1 was said to contain forty-three scalps of soldiers, Nos. 2, 3, and 4, two hundred and ninety-seven of farmers; No. 5, eighty-eight scalps of women, and Nos. 6, 7, and 8, those of boys and girls, with twenty-nine infants' scalps of various sizes.

Some of Franklin's hoaxes were for amusement purposes primarily, although each usually had a moral of its own. One such was the famous "Parable of Persecution," written in biblical phraseology as the last chapter of Genesis, in which was contrasted man's inhumanity to man because of differences in religious belief with the patience of the Heavenly Father in passing judgment upon his children. Franklin memorized the chapter and it was his habit in the presence of ecclesiastics and others versed in the Scriptures to turn the conversation to it, then to pick up the Bible and to pretend to read it to them, to their wonder and often confusion because of the lack of previous knowledge of its existence as a chapter of the Bible.

An article published in the "Public Advertifer" of London, while Franklin was resident agent for the colonies there, entitled "Rules by Which a

COOL THOUGHTS

ON THE

PRESENT SITUATION

OF OUR

PUBLIC AFFAIRS.

IN A LETTER TO A FRIEND IN THE COUNTRY.

PHILADELPHIA:

PRINTED BY W. DUNLAP. M, DCC, LXIV.

A political pamphlet written by Franklin advocating the changing of Pennsylvania from a proprietary province to a royal colony. Original in the possession of the Curtis Publishing Company, Philadelphia. Size $3\frac{1}{8}$" x $6\frac{1}{8}$".

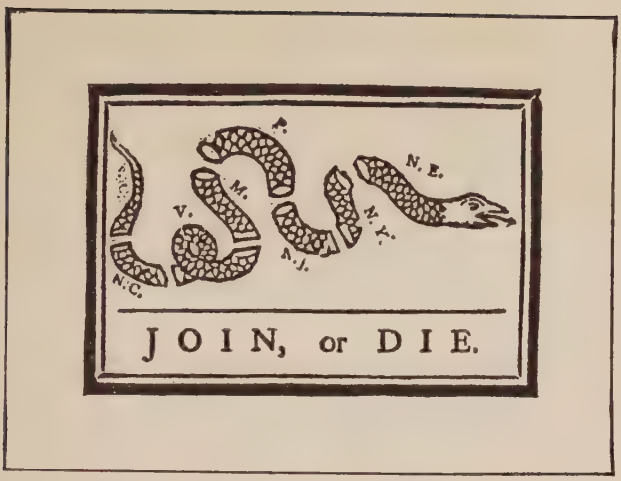
Great Empire May Be Reduced to a Small One," was not exactly a hoax but it carried indirectly a message that could not have been presented so effectively in any other way. There were twenty of the rules and they prescribed the exact course of conduct that Great Britain was at the time pursuing in connection with her colonies.

At a time such as the present when honesty in advertising and merchandizing is so much under discussion, and when Truth is the slogan upon the banner behind which associations of advertising men are marching, it is interesting to find a discussion of the subject of truth, or rather its antithesis, "lying," in the "Gazette" of the later months of 1730. One of the issues contains an editorial in which this statement is made:

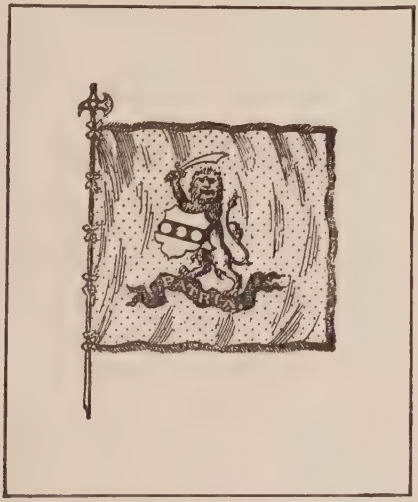
"There are a great many Retailers, who falſely imagine that being *Hiſtorical* (the modern phraſe for *Lying*) is much for their Advantage; and ſome of them have a Saying, *That 'tis a Pity Lying is a Sin*, it is ſo uſeful in Trade."

The editorial discusses the matter for more than a page and in a later issue appear two letters, one of which, signed "Shopkeeper," says in part:

"Sir, I am a Shopkeeper in this City, and I ſuppoſe am the Person at whom ſome Reflections are



The first American Cartoon.
Drawn by Franklin and published in the "Pennsylvania Gazette," May 9, 1754.



A flag designed by Franklin
for the Pennsylvania "Associators," 1747. From Ford's "The Many-Sided Franklin."

aimed in one of your late Papers. . . . Shopkeepers are therein accused of *Lying*, as if they were the only Perſons culpable, without the leaſt Notice being taken of the general *Lying* practiſ'd by Cuſtomers. They will tell a hundred Lies to undervalue our Goods, and make our Demands appear Extravagant."

The other letter "from a Merchant" pointed out that not only do shopkeepers lie when they sell but also when they themselves go out to buy.

In 1754 Great Britain and France were at war. A weakness of the Colonies consisted in the fact that they were disunited and this weakness Benjamin Franklin pointed out in the "Gazette" with a suggestion as to how the difficulty might be overcome. He illustrated his arguments with an engraving of a drawing of a serpent cut into pieces, each piece bearing the initials of the name of one of the Colonies, and beneath it the warning caption "Join, or Die." Thus he became the first American cartoonist.

CHAP. XVII.

The First American Humorist.

ENGLISH literature of the eighteenth century abounds in humor, wit, and satire, all produced in England itself. The writings of Addison, Swift,

Steele, and Pope, to mention only four of the brilliant essayists and satirists of the time, furnished abundant entertainment for their own age and the ages which have followed it; but in America literary production of a lighter vein in the Eighteenth Century is to be found only in the works of Benjamin Franklin. There it bubbles forth as continuously and as refreshingly as water from a hillside spring.

James Parton quotes David Hume as having said that a disposition to see things in a favorable light is a turn of mind it is more happy to possess than to be born to an estate of ten thousand a year. Benjamin Franklin had the turn of mind that not only enabled him to see things in the most favorable light but so to present them to others that they, too, could have the same privilege.

His sense of humor developed early, in support of which assertion may be quoted an incident related by William Temple Franklin. It was the custom of Josiah Franklin to say long graces before and after meals, a circumstance that proved irksome to the younger element in the family. One autumn day after the winter's provisions had been stored away, young Benjamin suggested to his father that if he would "say grace over the whole cask, once for all, it would be a vast saving of time."

The first of his literary efforts, the "Silence

Dogood" papers, produced when he was a boy in his teens and offered anonymously as contributions to his brother's newspaper, evidence this gift of humor in an engaging manner. Exhumed by Professor Smyth from the dusty pages of the "New England Courant," they make good reading even at this late day.

"Poor Richard's Almanack" sprang into astonishing popularity because the sound sense of its aphorisms was expressed in such quaint humor and entertaining wit. Some of the humor was coarse, belonging rather to the age of François Rabelais than to that of Oliver Wendell Holmes, but enough remains that may be repeated in polite society to make Franklin still the most quoted humorist in American literature.

Humor began to show itself in the columns of the "Pennſylvania Gazette" as soon as Franklin took hold of it. A correspondent asked: "I am courting a girl I have but little Acquaintance with. How ſhall I come to a Knowledge of her Faults and whether ſhe has the Virtues I imagine ſhe has." Franklin replied, "Commend her among her female Acquaintances."

His tendency always to see the humorous side of a situation sometimes got him into difficulties. "Andrew Miller, Peruke-maker, in Second Street, Philadelphia, takes Opportunity to acquaint his Cuſtomers, that he intends to leave off the Shaving

Buſineſs after the 22d of Auguſt next," was an advertisement appearing in the "Pennſylvania Gazette" that occasioned a letter from Mr. Franklin addressed to himself on the subject of "Shavers and Trimmers," in which occurred the statement: "If we would know why the Barbers are ſo eminent for their Skill in Politicks, it will be neceſſary to lay aſide the Appellation of Barber and confine ourſelves to that of Shaver and Trimmer, which will naturally lead us to conſider the near Relation which ſubſiſts between Shaving, Trimming and Politicks, from whence we ſhall diſcover that Shaving and Trimming is not the Province of the Mechanic alone, but that there are their ſeveral Shavers and Trimmers at Court, the Bar, in Church and State." The article went on to consider the matter of shaving and trimming, particularly trimming, from every angle, evidently very much to the dissatisfaction of Mr. Miller, for in the next number of the "Gazette" appears an explanation from the editor. But, although it contains the statement, "I have no real Animoſity againſt the perſon whoſe Advertiſement I made the motto of my paper" the explanation could not have been satisfactory to any one able to read between the lines.

In 1731 Franklin printed an announcement of the sailing of a ship for Barbadoes at the bottom of which was this postscript: "N. B. No Sea Hens nor Black Gowns will be permitted on any Terms."

"Black Gowns," it seems, had reference to the clergy, some of whom became indignant because of being classed with "sea hens." In the "Gazette" of June 10th for that year appears a long "Apology for Printers" in which the argument is made on twelve numbered "particulars" that printers should not be held responsible for what is said in the things they print. One cannot help but be somewhat skeptical as to the accuracy of the statement in the "Apology" that this printer had nothing to do with the matter of adding to the announcement the postscript to which the reverend gentlemen objected.

Franklin never hesitated when opportunity offered to relate a joke at his own expense. One of his electrical experiments was an attempt to kill a turkey by shock. He himself received the full effect of the electrical discharge and was rendered unconscious. When restored his first remark was, "Well, I meant to kill a Turkey, and inſtead I nearly killed a gooſe."

Clad in a new suit of clothes, he walked over some barrels of tar on the wharf when the head of one of them gave way and Franklin was partly immersed in its contents. The incident was duly chronicled in the "Gazette." A typographical error in one issue of his paper was apt to be turned to good account in the next, usually with a letter from a supposed reader giving an entertaining account of other

printers' errors. How he turned his own physical infirmities into entertainment for his friends is shown in the delightful "Dialogue between Franklin and the Gout."

Sometimes he joked his fellow-editors. A rhyming contribution to the "Mercury" was signed B-d. Franklin referred to it in the "Gazette" as follows:

"Mr. Franklin, I am the Author of a Copy of Verſes in the laſt Mercury. It was my real Intention [to] appear open, and not baſely with my Vizard on, attack a Man who had fairly unmaſked. Accordingly, I ſubscrib'd my Name at full Length, in my Manuſcript ſent to my Brother B-d; but he for ſome incomprehenſible Reaſon, inſert'd the two initial Letters only, viz. B. L. 'Tis true, every Syllable of the Performance diſcovers me to be the Author, but as I meet with much Cenſure on the Occaſion, I requeſt you to inform the Publick, that I did not deſire my Name ſhould be conceal'd; and that the remaining Letters are O, C, K, H, E, A, D."

Many stories of Franklin's sallies are told. One related by Parton is of a Quaker citizen who came to him with this inquiry: "Canſt thou tell me how I am to preſerve my ſmall Beer in the back Yard? My Neighbors, I find, are tapping it for me." Franklin's solution was simple: "Put a barrel of old Madeira by the ſide of it."

The storm aroused in America by the passage of the Stamp Act by the English Parliament is a familiar incident of history. In one of the ex-

aminations before the committee of the Whole House which was held to consider the matter, Franklin was urged by his friends to repeat a reply he had made to a member who was a most strenuous advocate of the Act and who had told Franklin that if he would but assist the Ministry a little the Act could be amended so as to make it acceptable to the Colonies. Franklin gravely replied that he had thought of one amendment, a very little one, in fact the change of but a single word, which he felt would make the Act acceptable in America. The Tory member was much interested. Franklin then explained that the change he proposed was in the phrase "on and after the firſt day of November, one thouſand ſeven hundred and ſixty-five, there ſhall be paid, etc.," where he would substitute "two" for "one." He declined to make the suggestion during the official examination, however, on the ground that it would be "too light and ludicrous for the Houſe."

One day at dinner in a bottle of Madeira wine were found three flies apparently dead. Having heard that it was possible to revive flies supposedly drowned by placing them in the sun, Franklin tried the experiment, with the result that two were brought back to life. This caused him to remark: "I wiſh it were poſſible from this Inſtance, to invent a Method of embalming drowned Perſons in ſuch a manner that they may be recalled to Life at any

Period however Diſtant; for having a very ardent deſire to ſee and obſerve the State of America a hundred Years hence, I ſhould prefer to any ordinary Death the being immerſed in a caſk of Madeira Wine, with a few Friends, till that Time, to be then recalled to Life by the ſolar Warmth of my dear Country!"

Many a tense situation was relieved by a laugh following one of Franklin's remarks. There came a day when the Committee of Safety, composed principally of "diſſenters," was required by the more strenuous among the Pennsylvania patriots to call upon the Episcopal clergy to refrain from praying for the king. The suggestion afforded an opportunity for a disagreeable and disturbing discussion, which was averted by Franklin. "The Meaſure," said he, "is quite unneceſſary; for the Epiſcopal clergy, to my certain Knowledge, have been conſtantly praying, theſe twenty years, that 'God would give to the King and his Council Wiſdom,' and we all know that not the leaſt notice has ever been taken of that prayer. So, it is plain, the gentlemen have no intereſt in the Court of Heaven." Good humor was restored and the matter was dropped.

The most famous of the witty remarks credited to Franklin is probably that which relates to the signing of the Declaration of Independence. John Hancock is reported to have said, "We muſt be unanimous; there muſt be no pulling different ways;

we muſt all hang together." Franklin replied, "Yes, we muſt, indeed, all hang together, or, moſt aſſuredly, we ſhall all hang ſeparately." The incident is entirely traditional, but it is so characteristic as to be generally accepted as authentic.

The first year or two of the Revolution was discouraging for the envoys in France. Their success on the continent of Europe depended almost entirely upon the success of the revolutionary arms in America. The outlook for the American forces was bad, but news came that was worse, to the effect that General Howe had captured Philadelphia. "Well, Doctor," said an Englishman jubilantly to Franklin, "Howe has taken Philadelphia." "I beg your pardon, Sir," was Franklin's reply; "Philadelphia has taken Howe," which proved to be true, for while the British General and his officers were wasting their time in the agreeable social gaieties of the Quaker city Washington was reorganizing his army, thereby laying the foundation for the victories that came later.

CHAP. XVIII.

Literary Style.

"*QUERY*:—How ſhall we judge of the goodneſs of a writing? Or what qualities ſhould a writing have to be good and perfect in its kind?

"*Answer.* To be good, it ought to have a Tendency to benefit the Reader, by improving his Virtue or his Knowledge. But, not regarding the Intention of the Author, the Method ſhould be juſt, that is, it ſhould proceed regularly from Things known to Things unknown, diſtinctly and clearly without Confuſion. The Words uſed ſhould be the moſt expreſſive that the Language affords, provid'd that they are the moſt generally underſtood. Nothing ſhould be expreſſ'd in two Words that can be as well expreſſ'd in one; that is, no Synonymes ſhould be uſed, or very rarely, but the whole ſhould be as ſhort as poſſible, conſiſtent with clearneſs; the Words ſhould be ſo placed as to be agreeable to the Ear in reading, ſummarily it ſhould be ſmooth, clear, and short, for the contrary qualities are diſpleaſing."

So wrote Benjamin Franklin after thirty years of constant production of what is generally accepted as the strongest, clearest, simplest English that has come from the pen of an American writer.

Earlier in his career, after five years of editorship, he had written "To the Printer of the Gazette:"

"To write *clearly*, not only the moſt expreſſive, but the plaineſt Words ſhould be choſen. . . . The Fondneſs of ſome Writers for ſuch Words as carry with them an Air of Learning, renders them unintelligible to more than half their Countrymen. If a man would that his Writings have an Effect on the Generality of Readers, he had better imitate

that Gentleman, who would uſe no Word in his Works that was not well underſtood by his Cook-maid."

His first effort to acquire correct literary style began in his early teens and was the result of a controversy with a youthful friend, John Collins. over "the Propriety of educating the female Sex in Learning and their Abilities for Study." Franklin preserved not only his friend's letters but copies of his own arguments on the subject. The correspondence later came to the attention of his father, who pointed out to his son that the literary form of his arguments was inferior to that of his antagonist and suggested methods of improvement, which were followed to advantage.

About this time Benjamin came across a volume of the "Spectator," the brilliant collection of essays on a wide variety of subjects that was published in London between the years 1711 and 1714, and despite his youth he immediately discovered its value from a literary point of view. In the "Autobiography" he relates how he made synopses of some of the papers, laid them aside for a few days and then without looking at them again rewrote them from his notes and compared his effort with the original. He soon saw that he was deficient in his vocabulary and he attempted to turn the papers into verse, which necessitated a search for words of different sound and number of syllables.

NUMB. CCCLXXXIII.

The SPECTATOR.

Criminibus debent Hortos——————— Juv.

Tuesday, May 20. 1712.

AS I was sitting in my Chamber, and thinking on a Subject for my next *Spectator*, I heard two or three irregular Bounces at my Landlady's Door, and upon the opening of it a loud chearful Voice enquiring whether the Philosopher was at Home The Child who went to the Door answered very Innocently that he did not Lodge there. I immediately recollected that it was my good Friend Sir ROGER's Voice, and that I had promised him to go with him on the Water to *Spring-Garden*, in case it proved a good Evening. The Knight put me in mind of my Promise from the bottom of the Stair Case, but told me that if I was Speculating he wou'd stay below till I had done. Upon my coming down I found all the Children of the Family got about my old Friend, and my Landlady her self, who is a notable prating Gossip, engaged in a Conference with him, being mightily pleased with his stroaking her little Boy upon the Head, and bidding him be a good Child and mind his Book.

We were no sooner come to the *Temple* Stairs, but we were surrounded with a Crowd of Watermen offering us their respective Services. Sir ROGER, after having looked about him very attentively, spied one with a Wooden Leg, and immediately gave him Orders to get his Boat ready. As we were walking towards it, *You must know*, says Sir ROGER, *I never make use of any Body to Row me that has not either lost a Leg or an Arm. I wou'd rather give him a few Strokes of his Oar, than not Employ an honest Man that has been wounded in the Queen's Service. If I was a Lord, or a Bishop, and kept a Barge, I wou'd not put a Fellow in my Livery that had not a Wooden Leg.*

My old Friend, after having seated himself, and trimmed the Boat with his Coachman, who, being a very sober Man, always serves for Ballast on these Occasions, we made the best of our way for *Fox-hall*. Sir ROGER obliged the Waterman to give us the History of his Right Leg and hearing that he had lost it in *Bantry Bay*, with many Particulars which passed in that glorious Action, the Knight in the Triumph of his Heart made several Reflections on the Greatness of the *British* Nation; as, that one *Englishman* cou'd beat three *Frenchmen*, that we cou'd never be in Danger of Popery so long as we took care of our Fleet; that the *Thames* was the noblest River in *Europe*; that *London-bridge* was a greater Piece of Work than any of the Seven Wonders of the World, with many other honest Prejudices that naturally cleave to the Heart of a true *Englishman*.

After some short Pause, the old Knight turning about his Head twice or thrice, to take a Survey of this great Metropolis, bid me observe how thick the City was set with Churches, and that there was scarce a single Steeple on this side *Temple-bar*. *A most Heathenish Sight!* says Sir ROGER: *There is no Religion at this End of the Town. The Fifty new Churches will very much mend the Prospect; but Church-work is slow, Church-work is slow!*

I do not remember that I have any where mentioned, in Sir ROGER's Character, his Custom of Saluting every Body that passes by him, with a Good-morrow, or a Good-night. This the Old-Man does out of the Overflowings of his Humanity, tho' at the same time it renders him so popular among all his Country Neighbours, that it is thought to have gone a good way in making him once or twice Knight of the Shire. He cannot forbear this Exercise of Benevolence even in Town, when he meets with any one in his Morning or Evening Walk. It broke from him to several Boats that passed by us upon the Water; but to the Knight's great Surprise, as he gave the Good-night to two or three young Fellows a little before our Landing, one of them, instead of returning the Civility, asked us what Queer old Put we had in the Boat; and whether he was not ashamed to go a Wenching at his Years; with a great deal of the like *Thames*-Ribaldry. Sir ROGER seemed a little shocked at first, but at length assuming a Face of Magistracy, told us, *that if he were a Middlesex Justice, he would make such Vagrants know that Her Majesty's Subjects were no more to be abused by Water than by Land.*

We

A first page of the London newspaper which young Benjamin Franklin used as a model in his study to improve his literary style. Size of original $5\frac{7}{8}''$ x $9\frac{1}{2}''$.

He would also take a synopsis and jumble the hints into confusion, later attempting to restore them to their proper order, by which process he taught himself method in the arrangement of his thoughts.

He supplemented his scanty education by reading the best books. Among them were Bunyan's "Pilgrim's Progress," Burton's "Historical Collections," Plutarch's "Lives," DeFoe's "Essays on Projects," Mather's "Essays to Do Good," Locke's "On the Human Understanding," du Port Royal's "Art of Thinking," Xenophon's "Memorable Things of Socrates," and other works that one would not expect ordinarily to find in the library of a boy of fifteen or sixteen.

The book last named had a pronounced influence upon Franklin. He had become an aggressive controversialist, and his study of Xenophon's work induced him to adopt the Socratic method of arguing, that of asking questions seemingly irrelevant but leading to conclusions not suspected by the opponent. He became adept in its use and his victories afforded him much satisfaction.

Of his arguments with Keimer, who was himself fond of disputations, he said: "I uſed to work him ſo with my Socratic method, and had trepanned him ſo often by queſtions apparently ſo diſtant from any Point we had in hand, and yet by Degrees led to the point, and brought him into Diffi-

culties and Contradictions, that at laſt he grew ridiculouſly cautious, and would hardly anſwer me the moſt common Queſtion without aſking firſt, 'What do you intend to infer from that?' However, it gave him ſo high an opinion of my Abilities in the confuting way that he ſeriouſly propoſed my being his Colleague in a project he had of ſetting up a new ſect. He was to preach the Doctrines, and I was to confound all Opponents."

Franklin eventually abandoned the Socratic method. "I continued this Method ſome few years, but gradually left it," he said, "retaining only the Habit of expreſſing myſelf in terms of modeſt Diffidence, never uſing, when I advanced any thing that might poſſibly be diſputed, the words certainly, undoubtedly, or any others that give the air of poſitiveneſs to an Opinion; but rather ſay, I conceive or apprehend a thing to be ſo and ſo; it appears to me, or I should think it ſo or ſo, for ſuch and ſuch reaſons; or I imagine it to be ſo; or it is ſo, if I am not miſtaken. This Habit, I believe has been of great Advantage to me when I have had occaſion to inculcate my opinions, and perſuade Men into Meaſures that I have been from Time to Time engaged in promoting."

Franklin gives evidence in his correspondence of having been always a student of language.

In 1789 young Noah Webster sent him his "Diſſertations upon the English Language." Franklin acknowledged its receipt in approving terms, complimenting the young author on his "zeal for preſerving the purity of our Language" and recommending further effort along that line.

He objected to the growing use of the word "improved" instead of "employed" in an expression like "a country Houſe improved as a Tavern." He also objected to the forming of verbs from substantives such as "noticed," "advocated," "progreſſed" and "oppoſed."

When Franklin published his so-called "Canada Pamphlet" he himself came under the criticism of the English historian, David Hume, because of his use of unusual words. Three that Hume specified were "pejorate," "colonize" and "unſhakeable." Franklin gave up the first two as being provincial and the last as "rather low." He conceded the inadvisability of introducing "new words where we are already poſſeſſed of old ones ſufficiently expreſſive," but added "at the ſame time I cannot but wiſh the Uſage of our Tongue permitted making new words, when we want them, by Compoſition of old Ones, whoſe meanings are already well underſtood." "For inſtance, the word 'inacceſſible' ſo long in uſe among us, is not, I dareſay, ſo univerſally underſtood by our people as the word 'uncomeatable' would immediately be."

Franklin proposed "A Scheme for a New Alphabet and Reformed Mode of Spelling," explained in the following remarks:

"It is endeavoured to give the Alphabet a more natural Order; beginning firſt with the ſimple Sounds formed by the Breath, with none or very little help of Tongue, Teeth, and Lips, and produced chiefly in the Windpipe.

"Then coming forward to thoſe, formed by the Roof of the Tongue next to the Windpipe.

"Then to thoſe, formed more forward by the fore part of the Tongue againſt the Roof of the Mouth.

"Then thoſe, formed still more forward, in the Mouth, by the Tip of the Tongue applied firſt to the Roots of the upper Teeth.

"Then to thoſe formed by the Tip of the Tongue applied to the Ends or Edges of the upper Teeth.

"Then to thoſe, formed yet more forward, by the upper and under Lip opening to let out the ſounding Breath.

"And laſtly, ending with the ſhutting up of the Mouth, or cloſing the Lips, while any Vowel is ſounding."

His reformed alphabet comprised twenty of the characters of the English alphabet and to replace those rejected he substituted six of his own construction. He used it in correspondence with some of his close friends whose devotion to him and interest in everything he did caused them to study the alphabet sufficiently to be able to write with it, but it had no vogue beyond his immediate circle. Noah

So huen sym endfiel, byi divyin kamand,
Uiŋ ryizing tempests fieeks e gilti land,
(Sytfi az av leet or peel Britania past,)
Kalm and siriin hi dryivs ŋi fiuriys blast;
And, pliiz'd ŋ' almyitis ardyrs tu pyrfarm,
Ryids in ŋi huyrluind and dyirekts ŋi starm.

So ŋi piur limpid striim, huen faul uiŋ steens
av ryfiing tarents and disending reens,
Uyrks itself kliir; and az it ryns rifyins;
Til byi digriis, ŋi flotiŋ miryr fiyins,
Riflekts iitfi flaur ŋat an its bardyr groz,
And e nu hev'n in its feer byzym fioz.

Two verses in Franklin's reformed alphabet. "Englished," they read as follows:

So when some angel by divine command
With rising tempests seeks a guilty land
(Such as of late o'er pale Britannia passed)
Calm and serene he drives his furious blast
And pleased the Almighty's orders to perform
Rides in the whirlwind and directs the storm.

So the pure limpid stream when foul with stains
Of rising torrents or descending rains
Works itself clear and as it runs refines
Till by degrees thy floating mirror shines
Reflects each flower that on its border grows
And a new heav'n in its fair bosom shows.

Webster in his "Dissertation upon the English Language" makes this interesting reference: "This indefatigable Gentleman (Dr. Franklin), amidſt all his other employments, public and private, has compiled a Dictionary on his Scheme of a Reform, and procured types to be caſt for printing it. He thinks himſelf too old to purſue the plan; but has honored me with the offer of the Manuſcript and Types and expreſſed a ſtrong Deſire that I ſhould undertake the task. Whether this project, ſo deeply intereſting to this Country will ever be effected; or whether it will be defeated by Inſolence and prejudice remains for my countrymen to determine."

CHAP. XIX.

Literary Works.

ALBERT HENRY SMYTH in his chapter on the works of Franklin quotes Sydney Smith's remark to his daughter, "I will disinherit you if you do not admire everything written by Franklin," and himself adds "The literature of the world might be searched in vain for the works of another author who should exhibit such a variety of theme, fertility of thought and excellence of style."

Franklin's earliest attempts at authorship were in the form of ballads. In his time nearly every-

body took a turn at rhyming, and although the ballads were, as Franklin in later years said of his own, usually "wretched stuff," many of them had a large sale. Thomas Fleet is said by Isaiah Thomas to have sold so many ballads that "the profit upon them alone was sufficient to support his family respectably." The ballads were commonly of a tragic nature, relating the "exploits of pirates, the execution of murderers, the gallantry of highwaymen, terrible shipwrecks, horrible crimes, etc." Young Franklin, seeming to have some facility at ballad writing, at the suggestion of his elder brother James, wrote two, one called "The Light Houſe Tragedy" and the other relating the exploits of Edward Teach, a pirate known as "Blackbeard," who cruised up and down the Atlantic Coast, striking terror wherever he went.

Benjamin not only wrote the ballads, but went, under his brother's direction, to sell them on the streets. Of "The Light Houſe Tragedy" it is said that it "sold prodigiously," which so encouraged the young author that he would have made further efforts in ballad writing had not his father come to his rescue and persuaded him to devote his talents to more sensible endeavor.

Franklin wrote most of the matter in the "Pennsylvania Gazette" not credited by him to other sources. The Almanack was a sort of melting pot into which he gathered whatever came his way

that served his purpose. Some of Poor Richard's sayings were phrased as they were found, others were slightly altered, and in many the thought alone was used but expressed in Franklin's own words. His attitude may be seen in what Poor Richard had to say in No. 15 of the Almanack on the subject of poetry.

"The Verſes on the Heads of Months are alſo generally deſigned to have the ſame Tendency. I need not tell thee that not many of them are of My Own Making. If thou haſt any Judgment in Poetry, thou wilt eaſily diſcern the Workman from the Bungler. I know as well as thee, that I am not *Poet Born;* and it is a Trade I never learnt, nor indeed could learn. . . . Why then ſhould I give my Readers bad *Lines* of my own, when *good Ones* of other People's are ſo plenty?"

Franklin wrote much on scientific subjects, giving evidence of interest in them at an early age. During his first sojourn in London he made the acquaintance of several men of scientific attainment, one of them being Dr. Pemberton, secretary of the Royal Society, who made him the promise of an introduction to Sir Isaac Newton, but failed to keep it. Another was Sir Hans Sloane, who invited him to his house and showed him his collection of curiosities.

In the "Gazette" he published papers of his own authorship on such subjects as "On Making Rivers Navigable," "Cauſes of Earthquakes," etc., but it

was not until 1746, when he was forty years of age and two years before his retirement from business, that his attention was first drawn to electricity. In that year his friend, Peter Collinson, London Agent for the Library Company of Philadelphia, and fellow of the Royal Society of London, sent to Philadelphia an electrical tube with directions for its use. Franklin gave himself up to the fascinating experiments he was able to make with it.

"I never was before engaged in any Study that ſo totally engroſſed my Attention and my Time as this has lately done"; he says, "for, what with making Experiments when I can be alone, and repeating them to my Friends and Acquaintance, who, from the Novelty of the thing, come continually in Crowds to ſee them I have, during some Months past, had little Leiſure for anything elſe."

Franklin's writings on the subject of electricity were sent to Europe, where they were at first received with ridicule and later accepted with enthusiasm.

With his untiring energy, he delved into the mystery of natural phenomena in every direction. He propounded a theory of navigation; it was he who discovered that storms have a definite direction; the experiments he conducted on shipboard to relieve the tedium of the long ocean voyages demonstrated that there is a difference of temperature in the Gulf Stream as compared with the

water which surrounds it, and it was he who found an explanation of the effect of oil upon water.

A conception of Franklin's writings on science and philosophy may be obtained from the following statement by Professor Smyth: "Franklin's mind teemed with ideas. In a single letter he speaks of linseed oil, northeast storms, the origin of springs in mountains, petrified shells in the Appalachians, and tariff laws—subjects apparently far apart and with little connection, and yet they are linked together with relevancy enough, for, as he said, with homely comparison, 'ideas will ſtring themſelves like ropes of onions.' . . . His philosophical writings relate to subjects of electricity, seismology, geology, meteorology, physics, chemistry, astronomy, mathematics, hydrography, horology, aeronautics, navigation, agriculture, ethnology, paleontology, medicine, hygiene, and pedagogy."

His writings upon scientific subjects received more than usual attention, one reason being that they were so understandable. He wrote not in scientific terms, but in the language of the layman. "Science appears in his language," says Sparks, "in a dress wonderfully decorous, the best adapted to display her native loveliness."

Only one product of Franklin's pen was of sufficient length to make a book of average size. All others were intended as contributions to newspapers or for publication as pamphlets and broad-

sides, or were social and business letters. There are in existence between fifteen thousand and sixteen thousand of his original manuscripts, embraced mainly in three great collections, which are located respectively in the Library of Congress at Washington, D. C., the Library of the American Philosophical Society, in Philadelphia, and the Library of the University of Pennsylvania in Philadelphia. Among what might be called the minor collections, because not so large, the most important probably is that in the possession of the Historical Society of Pennsylvania in Philadelphia.

Professor Smyth says of Franklin, "he had the magpie trait of hoarding things." Letters written to him, rough drafts and copies of letters written by him, visiting cards and invitations to dinner or to masonic lodge meetings were saved and cherished and went to swell the tremendous aggregate of his collection of papers.

When in 1776 Franklin went to France as a representative of the Confederation he was seventy years of age and naturally uncertain as to the probable tenure of his life. He made Joseph Galloway, once speaker of the Pennsylvania Assembly and a friend of many years, one of his executors and in his supposedly safe care left his collection of papers securely packed in a chest.

Two things happened which Franklin naturally did not expect would happen. One was the sending

by Galloway of the chest of papers to his country seat some miles from Philadelphia, where they were stored in a small house sometimes used as an office, and the other was Galloway's desertion of the patriot cause and alliance with the British.

The house was later broken into by "rebels," to use Galloway's phrase, by which he probably meant American soldiers. The chest was opened and its contents scattered upon the floor, where they remained in disorder until Richard Bache, Franklin's son-in-law, heard of the disaster and went to Galloway's house, collected such of the papers as could be found, and returned with them to Philadelphia. Important letters and manuscripts, including those relating to the whole period of Franklin's representation of the Colonies in England, the most valuable of his early documents, were lost.

All of Franklin's papers and manuscripts were bequeathed to his grandson, William Temple Franklin, who took with him to London some letter books and a few other original manuscripts, leaving what remained, comprising thirteen thousand separate pieces, in the possession of the father of Charles P. Fox, who nearly fifty years later bequeathed all but a comparatively small portion of them to the American Philosophical Society of Philadelphia, where they have since remained.

The portion referred to was stored in a garret

over a stable at the home of the Fox family, and was therefore overlooked. Miss Fox knew what the papers were but took small interest in them, and needing a new carpet for her kitchen decided to sell the waste paper to a paper mill in order to secure funds with which to purchase the carpet. They were in process of removal when a Mrs. Holbrook was visiting Miss Fox. Mrs. Holbrook remonstrated and the papers, with the exception of those contained in one unlucky barrel, which could not be recalled, were returned to the house and later presented to Mrs. Holbrook. Eventually, through the efforts of Dr. S. Weir Mitchell, they were purchased and deposited in the Library of the University of Pennsylvania.

The manuscripts taken abroad by William Temple Franklin had the "strange, eventful history" which seems to have been the fate of all of the Benjamin Franklin papers. After the publication of his edition of his grandfather's writings, the original papers were deposited for safe keeping with a firm of London bankers. A few years after William Temple Franklin's death the widow removed the papers and for the next seventeen years nothing is known of their whereabouts. Mrs. Franklin remarried and apparently lost interest in them.

In 1840 they were found "loosely bundled up," on the top shelf of a tailor's shop in the London

street where William Temple Franklin had lodged. The finder ineffectually offered them for sale, to the British Museum among others, for nearly a dozen years. Finally a buyer was found in Henry Stevens, of Vermont, who sorted, repaired, and rearranged them, and in turn sold them to the United States for $35,000. Comprising nearly three thousand separate items, they are now accurately catalogued and arranged in fourteen folio volumes in the Manuscript Department of the Library of Congress in Washington.

When William Temple Franklin came into the possession of his grandfather's works, his first thought was of course to issue a complete edition of such as in his opinion were worthy of preservation, and that none of the papers might escape him he inserted in the "Aurora," a newspaper published by Duane, who had married the widow of his cousin, Benjamin Franklin Bache, the following advertisement:

"DR. FRANKLIN'S PAPERS

> "Towards the end of the year 1776, the late Dr. Franklin, on his departure for Europe, for greater security deposited a large chest, containing his papers and manuscripts, with Mr. Joseph Galloway, at his place in Bucks County in Pennsylvania. The same was left there by Mr. Galloway, when he quitted his habi-

tation, and was, it is said, broke open by persons unknown, and many of the papers taken away and dispersed in the neighborhood.

"Several of the most valuable of these papers have since been recovered; but there are still some missing, among which are a few of the Doctor's Letter Books, and a manuscript in four or five volumes folio, on Finance, Commerce, and Manufactures. The subscriber, to whom Dr. Franklin bequeathed all his papers and manuscripts, and who is preparing to give his works to the public, takes this method of informing those who may have knowledge of any of the above mentioned papers, and will communicate the same to him so that he may thereby be enabled to recover any of them, or who may themselves procure any of them and deliver them to him, shall be thankfully and generously rewarded and no questions asked. He likewise requests those persons who may have any letters or other writings of Dr. Franklin that may be deemed worthy of the public eye, to be so kind as to forward them as early as possible, that they may be inserted in the Doctor's Works.

"Those, also, who may have any books or maps belonging to the library of the late Dr. Franklin, are desired to return them without delay, to the subscriber, who is about to embark for Europe.

"W. T. FRANKLIN."

William Temple Franklin went to London to arrange for the publishing of the papers, arriving just in time to halt the issuance in English of two translations of a French edition of the "Autobiography" that had been published by Buisson in 1791. On his positive assurance that he would soon bring out a complete edition of his grandfather's works, the publication of these two translations was delayed two years. In 1793 they both appeared, one bearing the imprint of J. Parsons and the other, edited by Richard Price, one of Benjamin Franklin's friends, which was much the better of the two, bearing the imprint of G. C. J. & J. Robinson.

A year later the "Autobiography" appeared in Germany, translated from Robinson's edition, and in 1798 a new version in French was published in Paris. In this later French edition the editor complained because the edition promised by William Temple Franklin had not been published, adding, "the works of a great man belong less to his heirs than to the human race."

In 1806, "while Temple Franklin was still scissoring, sorting, shifting, and pasting the heaps of his grandfather's papers," appeared "The Complete Works in Philoſophy, Politics and Morals, of the late Dr. Benjamin Franklin now firſt collected and arranged: with Memoirs of his early Life written by himſelf in 3 vols., London, J. John-

EXPERIMENTS

AND

OBSERVATIONS

ON

ELECTRICITY,

MADE AT

PHILADELPHIA in AMERICA,

BY

BENJAMIN FRANKLIN, L. L. D. and F. R. S.

To which are added,

LETTERS and PAPERS

ON

PHILOSOPHICAL SUBJECTS.

The Whole corrected, methodized, improved, and now first collected into one Volume,

AND

Illustrated with COPPER PLATES.

LONDON:

Printed for DAVID HENRY; and sold by FRANCIS NEWBERY, at the Corner of St. Paul's Church-Yard.

MDCCLXIX.

First comprehensive collection of Franklin's writings in English. Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J. Size $4\frac{5}{16}$" x 7".

son and Longman." In the preface of this edition, the editor of which is said to have been a Mr. Marshall, assisted it is believed by Benjamin Vaughan, appears a severe criticism of William Temple Franklin, because of his delay in the publication of the work. A part of it is as follows:

"The proprietor, it seems, had found a bidder of a different description in some emissary of government, whose object was to withhold the manuscripts from the world, not to benefit it by their publication; and they thus either passed into other hands, or the person to whom they were bequeathed received a remuneration for suppressing them. This at least has been asserted, by a variety of persons, both in this country and America, of whom some were at the time intimate with the grandson, and not wholly unacquainted with the machinations of the ministry; and the silence, which has been observed for so many years respecting the publication, gives additional credibility to the report."

Later in the same year the "American Citizen," a newspaper published in New York, joined in the condemnation by saying that William Temple Franklin, "without shame and without remorse, mean and mercenary, has sold the sacred deposit committed to his care by Dr. Franklin to the British government. Franklin's works are lost to the world forever."

To this Temple Franklin published a reply

ŒUVRES

DE

M. FRANKLIN,

DOCTEUR ÈS LOIX,

Membre de l'Académie Royale des Sciences de Paris, des Sociétés Royales de Londres & de Gottingue, des Sociétés Philosophiques d'Edimbourg & de Rotterdam, Président de la Société Philosophique de Philadelphie, & Résident à la Cour de la Grande Bretagne pour plusieurs Colonies Britanniques Américaines.

TRADUITES DE L'ANGLOIS SUR LA QUATRIEME ÉDITION.

Par M. BARBEU DUBOURG

AVEC DES ADDITIONS NOUVELLES

Et des Figures en Taille douce.

TOME PREMIER.

A PARIS,

Chez { QUILLAU l'aîné, Libraire, rue Christine, au Magasin Littéraire.
ESPRIT, Libraire de Mgr. le Duc de Chartres, au Palais Royal.
Et l'Auteur, rue de la Bucherie, aux Ecoles de Médecine.

M. DCC. LXXIII.

Avec Approbation & Permission du Roi.

First edition of Franklin's writings in French. Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J. Size 5¼" x 7⅛".

branding the charge as "atrociously false" and saying that the papers had been left to him to be published "in his discretion" and the manuscripts were not lost but were "under lock and key in the secure vaults of my bankers." Finally in 1817, twenty-seven years after Temple Franklin came into the possession of the papers willed to him by his grandfather, appeared the first volume of his edition. There were six octavo volumes, the last appearing in 1819. The edition was limited to seven hundred and fifty copies. The publisher, Henry Colburn, assumed all the expenses and risks and took one third of the profits, Temple Franklin's profits amounting to fourteen hundred and seventy-three pounds.

Of the editions of Franklin's works not mentioned above the most notable are the following:

Vaughan, London, 1779, one volume.
Marshall and Vaughan, London, 1806, three volumes.
Duane, Philadelphia, 1808–1818, six volumes.
Jared Sparks, Boston, 1836–1842; ten volumes.
John Bigelow, New York, 1887–1888; ten volumes.
Albert Henry Smyth, New York, 1907, ten volumes.

Of these editions the only one now not out of print is that by Professor Smyth, and it is by far the best. Sparks took liberties with the manu-

MÉMOIRES

DE LA VIE PRIVÉE

DE BENJAMIN FRANKLIN,

ÉCRITS PAR LUI-MÊME,

ET ADRESSÉS A SON FILS;

Suivis d'un Précis historique de sa Vie politique, et de plusieurs Pièces, relatives à ce Père de la Liberté.

A PARIS,

Chez Buisson, Libraire, rue Haute-feuille, n°. 20.

1791.

The first edition in any language of the famous "Autobiography." Original in the Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J. Size $3\frac{7}{16}$" x $6\frac{3}{16}$".

scripts, correcting and altering as he chose. Bigelow's edition was an improvement, but he based many of his quotations upon the work of Sparks and thereby repeated the errors.

Professor Smyth performed a notable service to American letters in preparing his edition of Franklin's works. He had access to many manuscripts not known when previous editions were published and in republishing he went to the original documents in every case, preserving their exact style, spelling, and of course phraseology.

The "Autobiography" will always remain one of the great monuments of American literature. It has been translated into practically every tongue, securing a wide circulation all over the globe, and in America no library is complete without it. In some cities it is used as a text-book in the public schools.

The manuscript of the "Autobiography" in Franklin's handwriting long remained in the possession of the family of M. le Veillard, Mayor of Passy when Franklin lived there, and one of his close personal friends. In 1867 it came into the possession of Hon. John Bigelow, Minister to the Court of France, and for the first time the public was made acquainted with the "Autobiography" as written by its author. On comparison with the edition put forth by William Temple Franklin, it was found that as his grandfather's literary execu-

tor he had taken unwarranted liberties with the text. More than twelve hundred changes were found to have been made by him, all of them of course in his own mind improvements upon the original.

"Of these changes," says McMaster, "little need be said. They are usually Temple Franklin's Latin words for Benjamin Franklin's Anglo-Saxon. They remind us of the language of those finished writers for the press who can never call a fire anything but a conflagration, nor a crowd anything but a vast concourse, and who dare not use the same word twice on the same page Thus it is that in the Temple Franklin edition 'notion' has become 'pretence,' that 'night coming on' has become 'night approaching,' that 'a very large one' has become 'a considerable one,' that 'treated me' has become 'received me,' that 'got a naughty girl with child' has become 'had an intrigue with a girl of bad character,' that 'very oddly' has been turned into 'a very extraordinary manner.' But the changes did not stop here. The coarseness of the grandfather was very shocking to the grandson, and 'guzzlers of beer' is made 'drinkers of beer,' 'footed it to London' becomes 'walked to London,' 'Keimer stared like a pig poisoned' is made to give way to 'Keimer stared with astonishment.'"

CHAP. XX.

Literary Friends.

THE first of Benjamin Franklin's friends who could properly be classed under the title of this chapter were two friends of his youth, John Collins and James Ralph. It was with young Collins that he engaged in youthful controversies over weighty subjects, as has been related in another chapter, which resulted in his decision, at the suggestion of his father, to acquire an improved literary style. Collins seems to have been a young man of great promise, but he took to over-indulgence in intoxicants and early disappeared from Franklin's life.

James Ralph was one of the original members of the Junto. He was clerk to a merchant and was "ingenious, genteel in his manners, and extremely eloquent." But he abandoned a young wife and child and went with Franklin to England, where he became a literary hack and a producer of indifferent poetry. His memory is kept alive principally because of the fact that Alexander Pope satirized him in the "Dunciad." He dedicated his first work to Franklin.

In enumerating in the "Autobiography" his closest acquaintances during his first years in Philadelphia, Franklin named not only James Ralph, but Charles Osborne and Joseph Watson, "all lovers of reading," and presents an attractive

NIGHT:

A

POEM.

In Four Books.

Pitchy and dark the night ſometimes appears,
Friend to our woe, and parent of our fears:
Our joys and wonder ſometimes ſhe excites,
With ſtars unnumbred, and eternal lights.

PRIOR.

By *JAMES RALPH.*

LONDON:

Printed by *C. Ackers*, for S. BILLINGSLEY at the *Judge's-Head* in *Chancery-Lane*. 1728. (Price 1*s*. 6*d*.)

Title page of a volume by Franklin's youthful friend, James Ralph.
Original in possession of the author.
Size 4″ x 6½″.

picture of their intimacy when he adds: "Many pleaſant Walks we four had together on Sundays into the Woods near Schuykill where we read to one another and conferred on what we read."

One of the dearest friends of Franklin's later years was Benjamin Vaughan, a native of the West Indies, who was in London serving as secretary to Lord Shelburne when Franklin was there. When the "Parable of Persecution" was published in London during Franklin's absence in America, and a charge of plagiarism was brought against him, Vaughan sprang immediately and successfully to his defence. He it was who urged Franklin to continue the writing of the "Autobiography," and he was the editor of the first edition of Franklin's works.

Peter Collinson, celebrated because of his knowledge of botany and natural history, was another close friend. He kept up a correspondence with men of science in all parts of the world, and it was to him that Franklin was indebted for the opportunity to make his first experiments with an electrical tube which Collinson sent from London to the Library Company of Philadelphia.

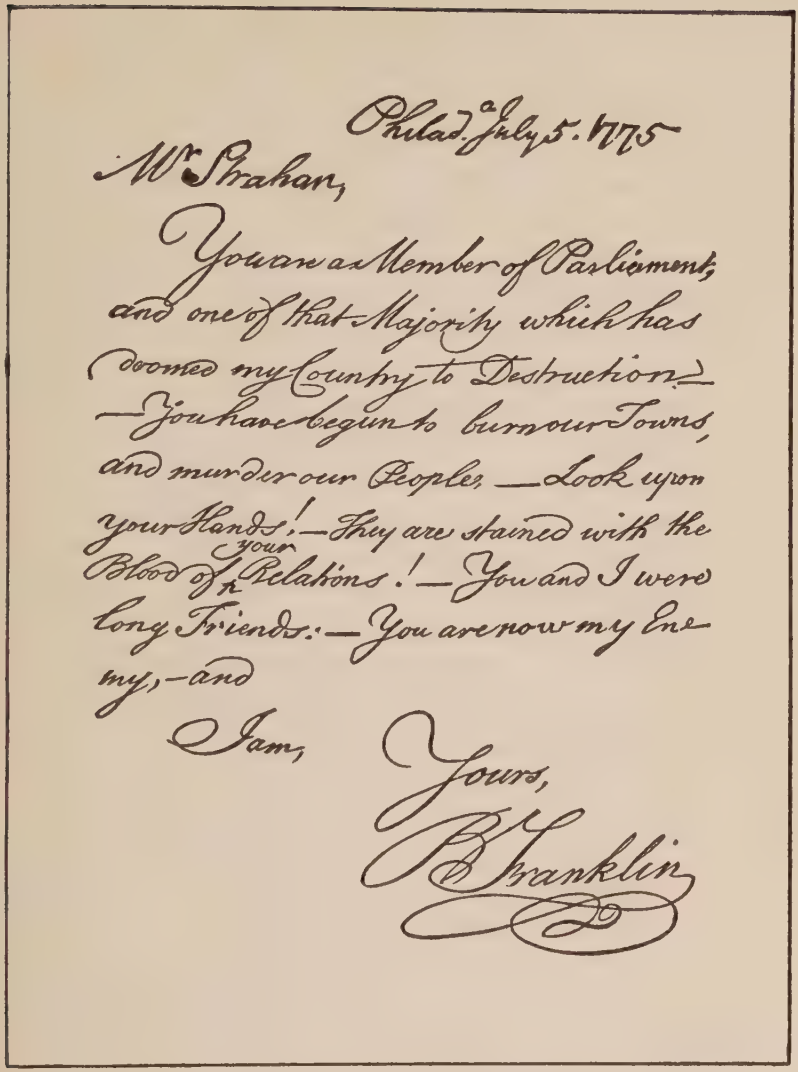
Cadwallader Colden, another friend, was about the same age as Benjamin Vaughan, both being a dozen years older than Franklin. Colden was the author of the "Hiſtory of the Five Indian Nations," "Principles of Action in Matter," and other

scientific and historical works. He invented a method of stereotyping about which he wrote a long description to Franklin, but which did not come into general use.

Other literary friends in England were Edmund Burke, author of an "Essay on the Sublime and the Beautiful," who later became better known through his oratory and statesmanship; David Hume, the historian, and Adam Smith, author of a "Theory of Mild Sentiments" and "The Wealth of Nations."

America at the time was not abundantly supplied with literary men, but Franklin was friend and confidante to two young men whose names were later to become well known. One of them was Thomas Paine, to whom he wrote advising him not to publish his attacks upon the prevailing religious beliefs, and the other was Noah Webster, compiler of the dictionary that bore his name.

Franklin's greatest friendship, however, one which has become historic, does not properly come under the designation of "literary" in the sense of authorship. It is that which existed between him and William Strahan (now pronounced as if spelled Strawn, but in his lifetime pronounced Stray-han), the celebrated London printer and publisher. Strahan was nine years younger than Franklin, having been born in 1715. He built up a successful business, became printer to the king and


Philad.a July 5. 1775

Mr Strahan,

You are a Member of Parliament, and one of that Majority which has doomed my Country to Destruction. —You have begun to burn our Towns, and murder our People. —Look upon your Hands! —They are stained with the Blood of your Relations! —You and I were long Friends: —You are now my Enemy, —and

I am,

Yours,

B Franklin

The famous "you are now my enemy" letter.
Original in the Library of Congress, Washington, D. C.

was the publisher of David Hume's "History of England" and the works of Edward Gibbon, author of the "Decline and Fall of the Roman Empire."

Strahan and Franklin spent much time in each other's company when Franklin was resident in England, and later he was Franklin's representative in London in his business negotiations. Their correspondence was voluminous and it was to Strahan that the famous "you are now my enemy" letter was addressed. Paul Leicester Ford makes the statement, on what authority is not known, that the letter was never sent. What may be the original, but what would seem to be a copy, is preserved in the collection of Franklin manuscripts in the Library of Congress at Washington, and it is the one usually used for illustration in works relating to Franklin. In the private library of J. Pierpont Morgan, in New York, is another copy in Franklin's handwriting, which fact affords material for interesting speculation.

Franklin's letters to Strahan were, with one exception, decorous and dignified, save that some of them, instead of bearing a formal superscription, were addressed "Dear Straney." What must have been Strahan's astonishment when he received the exception, which was dated Burlington, October 4, 1763, and which begins:

"In the name of God what I have ſaid or done to you, that ſo many Months ſhould elapſe, ſo many

Veſſels arrive without my having the Pleaſure of a ſingle Line from you ſince my Arrival in America. I can't help imagining that you must have Wrote, and the letter miſcarried, but Mrs. F. ſays ſhe thinks you have quite forgot us, now we have left England, and that you will not trouble yourſelf about us any more. I hope ſhe is miſtaken and that you will enable me to prove her so."

The original is in Mr. Morgan's collection.

William Strahan put himself on record as to his friendship for Franklin in a letter to Mrs. Franklin, unsuccessfully urging her to overcome her dislike for the sea and to make a voyage to London. "For my own part," he said to her about her husband, "I never ſaw a man who was in every reſpect so perfectly agreeable to me. Some are amiable in one view, ſome in another, he in all."

CHAP. XXI.

The Love of Books.

BENJAMIN FRANKLIN'S early love of books is revealed in the incident related in the first chapter of this volume of his arrangement with the brother to whom he was apprenticed to spend less upon his board and clothing in order to provide him with money for the purchase of books. One of his earliest friends in Boston was a Matthew Adams,

who had a collection of books and who invited the boy to his home and placed the books at his disposal.

It is related in the "Autobiography" that when he arrived in New York from Boston the second time, the governor of the province (Burnet) hearing from the Captain of the ship that one of his passengers had a great many books, invited the young man to call upon him. "The Governor treated me with great Civility, ſhowed me his Library, which was a very large one, and we had a good deal of converſation about books and authors." In the "Autobiography" Franklin relates how he once changed an enemy into a friend by borrowing a book: "Having heard that he had in his Library a certain very ſcarce and curious Book, I wrote a note to him, expreſſing my deſire of peruſing that Book, and requeſting he would do me the favor of lending it to me for a few days. He ſent it immediately, and I return'd it in about a week with another note expreſſing ſtrongly my ſenſe of the favor. When we next met in the Houſe he ſpoke to me (which he had never done before) and with great civility, and he ever after manifeſt'd a readineſs to ſerve me on all occaſions, ſo that we became great friends, and our friendſhip continued to his death."

Before young Benjamin made the arrangement with his brother James by which he hoped to acquire a library of his own he became acquainted

with an apprentice in a second-hand book store, through whose connivance he sometimes borrowed a book, "a ſmall one," which he was careful to return soon and clean, often sitting up the greater part of the night so as to finish with it and be able to return it in the morning "leſt it ſhould be miſſed or wanted."

Next door to Palmer's printing house in London was a second-hand book establishment kept by one Wilcox, with whom he arranged "on certain reaſonable Terms," to "take, read and return any of his books."

Franklin had definite ideas as to the way in which books should be read. In a letter to his young friend, Miss Mary Stevenson, accompanying a gift of books, he wrote: "I would adviſe you to read with a Pen in your Hand, and enter in a little Book ſhort Hints of what you find that is curious, or that may be uſeful; for this will be the beſt method of imprinting ſuch Particulars in your Memory, where they will be ready, either for practice on ſome future occaſion, if they are matters of utility, or at leaſt to adorn and improve your converſation, if they are rather points of curioſity. And as many of the terms of Science are ſuch, as you cannot have met with in your common reading, and may therefore be unacquainted with, I think it would be well for you to have a good Dictionary at hand, to conſult imme-

diately when you meet with a Word you do not comprehend the preciſe Meaning of. This may at first ſeem troubleſome and interrupting; but it is trouble that will daily diminiſh, as you will daily find leſs and leſs occaſion for your Dictionary, as you become more acquaint'd with the Terms; and in the mean time you will read with more Satiſfaction, becauſe with more underſtanding."

Franklin bought books for their contents rather than for their appearance, as will be seen by the following quotation from a letter written to Benjamin Vaughan in 1785: "One can ſcarce ſee a new Book, without obſerving the exceſſive Artifices made uſe of to puff up a Paper of Verſes into a Pamphlet, a Pamphlet into an Octavo, and an Octavo into a Quarto, with Scabboardings, white Lines, ſparſe Titles of chapters, and exorbitant Margins, to ſuch a Degree, that the Selling of Paper ſeems now the object, and printing on it only the Pretence. I encloſe the copy of a Page in a late Comedy. Between every two Lines there is a white ſpace equal to another line. You have a Law, I think, againſt Butchers blowing of Veal to make it look fatter; why not one againſt Booksellers' blowing of Books to make them look bigger."

As was to be expected, Franklin's own library was a large one. The Rev. Dr. Manasseh Cutler, while on a visit to Philadelphia, called to pay his

THE DIGNITY OF MAN.

A

DISCOURSE

Addreſſed to the Congregation in

FRANKLIN,

Upon the Occaſion of their receiving from

Dr. FRANKLIN,

The Mark of his Reſpect, in a rich

DONATION OF BOOKS,

Appropriated to the Uſe of a

PARISH-LIBRARY.

By *NATHANAEL EMMONS,*
Paſtor of the Church in Franklin.

PROVIDENCE:
Printed by BENNETT WHEELER, in
Weſtminſter-Street.

A sermon acknowledging one of Franklin's gifts of books.
Original in Boston Public Library.
Size $3\frac{5}{16}''$ x $6\frac{3}{4}''$.

respects to Dr. Franklin, and in his journal he gives this glimpse of the library: "After it was dark we went into the Houſe, and he invited me into his Library, which is likewiſe his Study. It is a very large Chamber, and high-ſtudded. The Walls are covered with Book-Shelves, filled with Books; beſides there are four large Alcoves, extending two thirds the Length of the Chamber, filled in the ſame manner. I preſume this is the largeſt and by far the beſt private Library in America."

Franklin made gifts of books to the Library Company of Philadelphia, the Pennsylvania Academy, Yale and Harvard Colleges, and the Universities of Glasgow and Edinburgh (St. Andrews) and was instrumental in securing contributions of books to other colleges. He gave a library of three hundred books to the town of Franklin in New Hampshire, and when a request came from the town of Franklin in Massachusetts for a bell to hang in the steeple of the meeting house he advised that he would send books instead of a bell, "Senſe being preferable to Sound."

CHAP. XXII.

Public Service.

Studious of Eaſe, and fond of humble Things,
Below the Smiles, below the Frowns of Kings:
Thanks to my Stars, I prize the Sweets of Life,
No ſleepleſs Nights I count, no Days of Strife.
I reſt, I wake, I drink, I ſometimes love,
I read, I write, I ſettle, or I rove;
Content to live, content to die unknown,
Lord of Myſelf, accountable to None.

SUCH was Poor Richard's conception of life after permanent release from business cares. When Franklin retired he wrote to his friend Cadwallader Colden of New York: "I have removed to a more quiet part of the Town, where I am ſettling my old Accounts, and hope ſoon to be quite maſter of my own Time, and no longer, as the Song has it, at every one's call but my own. . . . Thus you ſee I am in a fair way of having no other Taſks than ſuch as I ſhall like to give myſelf, and of enjoying what I look upon as a great Happineſs, Leiſure to read, ſtudy, make Experiments, and converſe at large with ſuch ingenious and worthy Men, as are pleaſ'd to honor me with their Friendſhip or Acquaintance, on ſuch points as may produce ſomething for the common Benefit of Mankind, uninterrupted by the little cares and fatigues of Buſineſs."

But he was not to be permitted to make use as

he chose of what he fondly hoped would be leisure time. On the contrary, no project, public or semi-public, was proposed but that the first thought of the proposers seems to have been to interest Benjamin Franklin in it.

"There is no ſuch thing," said Dr. Bond to Franklin, "as carrying through a public-ſpirited Project without you are concerned in it, for I am often aſked by thoſe to whom I propoſe ſubſcribing, 'Have you conſulted Franklin on this Buſineſs? And what does he think of it?' And when I tell them that I have not (ſuppoſing it rather out of your line), they do not ſubſcribe, but ſay, they will conſider it.'

Franklin's service to the public began when, at the age of twenty, he gathered a number of his young friends around him and established the Junto, the first American debating society, and the service ended when, two thirds of a century later, at the age of eighty-four, he founded the Pennsylvania Society for Promoting the Abolition of Slavery. Between these two events is a long list of services and achievements in the public interest. No work relating to Franklin's life would be complete without mention of the more important of these services and achievements, although want of space in the present volume permits of no more than the listing of them by name.

So far as the holding of public offices is concerned, Franklin stated it to be his rule "never to aſk, never refuſe, or never reſign an office." His first was that of Justice of Peace which, however, he did resign, because he felt that he had not sufficient legal knowledge to fill it adequately. The other offices he held were as follows:

Clerk Pennsylvania Assembly
Speaker Pennsylvania Assembly
Member Philadelphia Common Council and, later, Alderman
Postmaster of Philadelphia
Deputy Postmaster General for the Colonies
Postmaster General for the Colonies
Delegate to Albany convention to consider plans for a union of the Colonies
Acting General, Pennsylvania Militia
Colonel, Pennsylvania Militia
President Pennsylvania Commission of Safety
Commissioner to Continental Army at Cambridge
Commissioner to Canada
Agent in England for the Colonies (sixteen years)
Member Secret Committee of Correspondence
Member Committee to draft Declaration of Independence
Member Continental Congress

President Pennsylvania Constitutional Convention
United States Commissioner to France
United States Minister Plenipotentiary to France
United States Commissioner to Negotiate Peace with Great Britain
President (Governor) of Pennsylvania

Equally important with the holding of public office was Franklin's service of an unofficial kind. The more important of these achievements, in addition to the two already mentioned, were as follows:

Founded the American Philosophical Society (First President)
Founded the Philadelphia Library, upon which is based our public library system
Founded the University of Pennsylvania
Founded the Philadelphia Fire Company
Helped to found the Philadelphia Hospital
Introduced the basket willow
Introduced street paving, cleaning, and lighting
Reformed the night watch
Promoted use of plaster
Promoted use of mineral fertilizers
Promoted culture of silk
Advocated building of ships with water-tight compartments

Eventually he began to feel that he was identifying himself to too great a degree with philanthropic projects, so when the Reverend Gilbert Tennent came to him with a request for assistance in erecting a new meeting house he said, "Unwilling to make Myſelf diſagreeable to my fellow-citizens by too frequently ſoliciting their Contributions, I abſolutely refuſ'd." He did, however, give advice to the reverend solicitor, as to how to proceed, which was followed to success.

This attitude of mind is further illustrated by the following quotation from his statement in the "Autobiography" in regard to the founding of the Pennsylvania Academy which later became the University of Pennsylvania. "In the Introduction of theſe propoſals, I ſtat'd their publication, not as an Act of mine, but of ſome public-ſpirited Gentlemen, avoiding as much as I could, according to my uſual Rule, the preſenting Myſelf to the Public as the author of any Scheme for their benefit."

His inventions come properly within the catalog of public service for the reason that he took out no patents. He declined Governor Thomas' offer to give him a patent on the Pennsylvania fireplace, saying "that as we enjoy great Advantages from the Inventions of others, we ſhould be glad of an Opportunity to ſerve others by an Invention of ours; and this we ſhould do freely and generouſly."

Most of his inventions were of a minor character, tending merely to convenience or comfort (such as the chair which turned over and became a step ladder) exemplifying his statement that "human felicity is produc'd not ſo much by great pieces of good fortune that ſeldom happen as by little advantages that occur every day." The more important of his inventions are the following:

Lightning rod
Franklin stove
Smokeless chimney
Bi-focal lens for spectacles
Improved armonica

A part of Franklin's public service resulted from his deep interest in and his constant study of medicine. So important were his contributions to medical literature that a volume on "The Medical Side of Franklin," by Dr. William Pepper, has been published.

He proposed, among other innovations, a new theory of colds that met with much opposition before being finally adopted. His contributions on the subject of ventilation had much the same experience, although he came eventually to be so highly regarded as an authority on the subject that the government of England consulted him about the ventilation of the House of Commons.

Dr. Pepper says that Franklin's "letters on lead poisoning are wonderful and would have been a credit to any physician of that age." One such that had reference to printing was addressed to Benjamin Vaughan and is in part as follows:

"I there found a Practice I had never ſeen before, of drying a Caſe of Types (which are wet in diſtribution) by placing it ſloping before the fire. I found this had the additional Advantage, when the Types were not only dri'd but heat'd, of being comfortable to the Hands working over them in cold Weather. I therefore ſometimes heat'd my Caſe when the Types did not want drying. But an old workman, obſerving it, adviſ'd me not to do ſo, telling me I might loſe the uſe of my Hands by it, as two of our Companions had nearly done, one of whom that uſed to earn his Guinea a week, could not then make more than ten Shillings and the other, who had the Dangles, but ſeven and ſixpence. This, with a kind of obscure Pain, that I had ſometimes felt, as it were in the Bones of my Hand when working over the Types made very hot, induced me to omit the Practice."

Franklin was not a graduate of a medical school, but was a member of several medical societies, and he did treat people for various ills. Many of the most prominent medical men of America and Europe were his intimate companions and valued correspondents, and many medical works were dedicated to him.

CHAP. XXIII.

"Our" Benjamin Franklin.

BECAUSE of the wide range of his sympathies, of the astonishing energy and industry that pervaded his long life, and of his interest in the activities of nearly all the great movements of his century, mankind has many claims upon the heritage left by the words and deeds of Benjamin Franklin. I am firmly of the belief, however, that we of the printing and publishing craft have first claim in that respect, for whatever the many and remarkable achievements that took him into other fields in which he received welcome and acclaim, his interest in printing never lessened.

When in England, as agent for the Colonies, he went on one occasion to Watt's printing office, and according to the "Memoirs" of his friend Strahan, sought out a particular press and designated it as the one upon which he worked as a journeyman printer. During his ambassadorship at Paris, he visited the famous printing house of Didot, and taking hold of one of the presses with easy familiarity, printed off several sheets. To the startled printers who observed the performance, he said: "Do not be aſtoniſhed, Sirs, it is my former Buſineſs."

To acknowledge having been a tradesman was, in the circle in French society in which he moved,

almost to accept membership in the lower orders, but Franklin never hesitated to speak of his early experiences. At dinner one day in Paris in the presence of a distinguished company he addressed a young gentleman just arrived from Philadelphia, with the statement that he had always felt an obligation to the young man's family because his grandfather had been one of the first of his customers.

In a letter to William Strahan, dated 1784, near the close of his life, a paragraph is written entertainingly in printing terms. It is as follows:

"But let us leave these ſerious Reflections and converſe with our uſual Pleaſantry. I remember your obſerving once to me as we ſat together in the Houſe of Commons, that no two Journeymen Printers, within our Knowledge, had met with ſuch Succeſs in the World as ourſelves. You were then at the head of your Profeſſion, and ſoon afterwards became a Member of Parliament. I was an Agent for a few Provinces, and now act for them all. But we have riſen by different Modes. I, as a Republican Printer, always liked a Form well plain'd down; being averſe to thoſe overbearing Letters that hold their Heads ſo high, as to hinder their Neighbours from appearing. You, as a Monarchiſt, choſe to work upon Crown Paper, and found it profitable, while I work'd upon *pro patris* (often indeed call'd Fools Cap) with no leſs advantage. Both our Heaps hold out very well, and we ſeem likely to make a pretty good day's Work of it. With regard to Public Affairs (to

continue in the same ſtile), it ſeems to me that the Compoſitors in your Chapel do not caſt off their Copy well, nor perfectly understand Impoſing; their Forms, too, are continually peſter'd by the Outs and Doubles, that are not eaſy to be corrected. And I think they were wrong in laying aſide some Faces, and particularly certain Head-pieces, that would have been both uſeful and ornamental. But Courage! The Buſineſs may ſtill flouriſh with good Management; and the Maſter become as rich as any of the Company."

In a letter to Noah Webster dated the day after Christmas, 1789, he acknowledges receipt of that author's "Diſſertations on the Engliſh Language" and takes occasion to make a number of observations relating to writing and printing. One point he brings out is that interrogation marks should be placed at the beginning of a sentence instead of at the end, so that one reading aloud would know how to modulate the voice. It was Franklin's practice usually to capitalize all important words, and he therefore takes occasion to deprecate the growing practice of restricting capitals to proper words. The letter goes on to state:

"From the ſame Fondneſs for an even and uniform Appearance of Characters in the Line, the Printers have of late baniſhed alſo the Italic Types, in which Words of Importance to be attended to in the Senſe of the Sentence, and Words on which an Emphaſis ſhould be put in Reading, uſed to be printed. And lately, another Fancy has induc'd

ſome Printers to uſe the ſhort round s, inſtead of the long one, which formerly ſerved well to distinguish a word readily by its varied appearance. Certainly, the omitting this prominent Letter makes the Line appear more even, but renders it leſs immediately legible; as the paring all Men's Noſes might ſmooth and level their Faces, but would render their Phyſiognomies leſs diſtinguiſhable.

"Add to all theſe Improvements backwards, another modern Fancy, that grey Printing is more beautiful than black; hence the Engliſh new Books are printed in ſo dim a Character, as to be read with difficulty by old Eyes, unleſs in a very Strong Light and with good Glaſſes. Whoever compares a Volume of the 'Gentleman's Magazine,' print'd between the Years 1731 and 1740 with one of thoſe print'd in the last ten Years, will be convinc'd of the much greater Degree of Perſpicuity given by Black Ink than by grey. Lord Cheſterfield pleaſantly remark'd this Difference to Faulkener, the Printer of the Dublin Journal, who was vainly making Encomiums on his own Paper, as the moſt complete of any in the World; But, Mr. Faulkener, said my Lord, don't you think it might be ſtill farther improv'd by uſing Paper and Ink not quite ſo near of a Colour? For all theſe Reaſons I cannot but wiſh that our American Printers would in their Editions avoid theſe fancied Improvements, and thereby render their Works more agreeable to Foreigners in Europe, to the great advance of our Bookſelling Commerce."

He felt strongly upon the matter of the misuse of capitals and italics. According to Professor

Smyth, "he wrote to the printer Woodfall, enclosing a contribution to his paper, asking him to take care that the compositor observed strictly the Italicking, Capitalling and Pointing!" And he told his son that his "Edict of the King of Pruſſia" had been reprinted in the "London Chronicle," "but stripped of all the Capitalling and Italicking that intimate the alluſions and mark the emphaſis of written diſcourſes, to bring them as near as poſſible to thoſe ſpoken.—Printing ſuch a piece all in one even ſmall Character, ſeems to me like repeating one of Whitefield's Sermons in the Monotony of a ſchool boy."

Among the memorial services held after Franklin's death, the part played by the printers of Paris in the meetings held in that city is worthy of quotation here: "They assembled in a large hall, in which there was a column surmounted by a bust of Franklin, with a civic crown. Below the bust were arrayed printers' cases and types, with a press, and all the apparatus of the art, which the philosopher had practiced with such distinguished success. While one of the fraternity pronounced a eulogy on Franklin, several printers were employed in composing it at the cases; and, as soon as it was finished, impressions of it were taken, and distributed to the large concourse of people, who had been drawn together as spectators of the ceremony."

The famous epitaph was written when the author

was twenty-two years of age, but was never used, the grave in the old cemetery in Philadelphia being marked only by a simple stone giving the bare facts of his life. The epitaph reads:

THE BODY
OF
BENJAMIN FRANKLIN
PRINTER
(LIKE THE COVER OF AN OLD BOOK,
ITS CONTENTS TORN OUT,
AND STRIPT OF ITS LETTERING AND GILDING,)
LIES HERE, FOOD FOR WORMS.
BUT THE WORK SHALL NOT BE LOST,
FOR IT WILL (AS HE BELIEVED) APPEAR ONCE MORE,
IN A NEW AND MORE ELEGANT EDITION
REVISED AND CORRECTED
BY
THE AUTHOR

When he wrote his will in the closing days of his life it began, "I, Benjamin Franklin, of Philadelphia, Printer, late Minister Plenipotentiary from the United States of America to the Court of France," etc.

Franklin statues have been erected in most of the large cities of America, and his bust has a place in

the decoration of school houses and other public buildings generally throughout the land. Every year in every important American city his birthday is celebrated by meetings and banquets of members of societies of advertising men, publishers, and printers. Printers claim him as their own by the statement that he is their "patron saint."

Benjamin Franklin died April 17, 1790, at the age of eighty-four years and three months, at his home in Philadelphia, surrounded by his family and near friends. Four days later he was buried in Christ Church burial ground, at Fifth and Arch streets, in Philadelphia. In the funeral procession, headed by the clergy of the city, were the chief members of the executive, legislative, and judicial departments of the government, and (according to the "Gazette of the United States," of April 28, 1790) "the Mayor and Corporation of the City of Philadelphia, the Printers of the city, with their Journeymen and Apprentices, the Philosophical Society, the College of Physicians, the Cincinnati, the College of Philadelphia, sundry other Societies—together with a numerous and respectable body of Citizens." The account in the "Gazette" continues:

"The concourse of spectators was greater than ever was known on a like occasion. It is computed that not less than 20,000 persons attended and witnessed the funeral. The order and si-

lence which prevailed, during the Procession, deeply evinced the heartfelt sense, entertained by all classes of citizens, of the unparalleled virtues, talents, and services of the deceased."

The grave in Christ Church burial ground is unmarked by a monument of any kind. Simplicity was the keynote of all the events of his long and useful life, and simplicity characterizes the final resting place of his earthly remains.

THE END

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